JUL. 27, 1942 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

"WELL, YOU DID GET SEVENTH . . ."

● Despite her obvious beauty and other feminine features, it's plain that Miss Thompsonville, above, has a deep and realistic knowledge of Life. . . .

In some contests, being second or worse is almost the same as not being present!

Out here in Iowa, for instance, the authoritative 1942 Iowa Radio Audience Survey lists 14 radio stations as "listened to most" (nighttime). But the Summers-Whan Survey proves that no less than 60.4% of all radio families "listen most" to *one* station—WHO! The remaining 39.6% divide their listening time among the other 13 stations!

And if you think *that's* something of an eye-opener, wait 'til you see some of the other disclosures in the 1942 Survey! Such as: the effects of movie attendance on radio listening; network program preferences; who writes to radio stations, and why; percentages of the audience listening at specific hours; and so on for 80 pages!

A copy of this scientific study, covering nearly 10,000 representative Iowa families, is yours for the asking. Send for it today.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Our Perseverance Pays Dividends to the National War Effort ...

The merits of graphite and its desirability as an anode material were recognized by Amperex more than a decade ago.

Through the years . . . despite the insistence and claims of other tube manufacturers in regard to the superiority of various rare and semi-precious metals . . . Amperex has consistently held to its conviction that graphite was the preferred material for anodes in high vacuum tubes.

We have demonstrated, during that period, the superiority of our anodes by developing almost 100 types of transmitting tubes that have found favor in commercial broadcasting, aviation and electro-medical fields, as well as tubes for applications in the high and hyper-high frequency range for the armed services of the United States and the United Nations.

With our country in dire need of the rare and semi-precious metals employed as anodes by other manufacturers . . . and with the demand for "military purpose" tubes climbing to staggering quantities . . . Amperex is proud of the fact that its perserverence in developing graphite as an anode substance releases strategically necessary metals for other and equally important War efforts.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET • BROOKLYN, NEW YORK

XUM

In Times Like These
— you need

STANDARD'S TAILORED TRANSCRIPTION SERVICE

Would you like a Library Service that is made to fit *your* station? A service smart in its talent lines, richly styled in its variety, and proportioned to your budget?

A good many stations, in addition to those taking our full Library Service, find that Standard's "take-what-you-need service" fits their exact needs in both talent-variety and expenditure.

How about you? May we present a customized version of the Standard Radio Program Library . . . tailored just for you? Just ask us, and we'll whip out the old tape-measure—without obligation, of course!

KEEP 'EM V SPINNING

★ *Standard Radio*

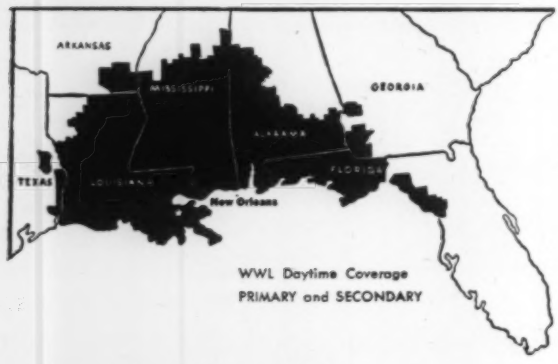
360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Watchers in Waltham . . .

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

When Waltham, Mass., isn't turning out watch dials it turns to radio dials. Every so often some timester tunes in on—and writes to—WWL, New Orleans. Our files fatten with mail from fans at every point of the compass.

But the mainspring of WWL popularity with result-wise advertisers is our Deep South leadership. Here in the New Orleans market area, the power and prestige of WWL makes it unquestionably:

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 2[illegible] • NO. 9 AUGUST 31, 19[illegible]

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Published every Monday, 53rd issue (Yearbook Number) Published in February

PSS-ST! WANT TO BUY SOME NEW BATHROOM FIXTURES?

A better buy is KFAB. This station is practically a fixture in farm radio homes throughout Nebraska and her neighboring states. People *like* KFAB, and *buy* the things it recommends—which is why there are no growlers in KFAB's long list of advertisers. You *need* KFAB, to do a thorough job in this area. So better call us now, while you have a good choice of availabilities.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

THE Fifth ESTATE

THE GRAVEYARD OF FORGOTTEN NAMES

FOUR hundred years ago the immortal bard of Avon asked, "What's in a name?" Want to find the answer? Then visit the Graveyard of Forgotten Names and read the grim inscriptions. Brace yourself, you're in for a shock. See that tombstone over there? "Pearline" it reads, "worth $8,000,000 at one time. Stopped advertising and in a few short years company, plant, equipment, and all sold for $12,000."

Can You Afford Not to Advertise?

Here's another. "The Segal Lock Co. Enjoyed 60% of America's padlock business, before World War I. Finding government contracts lucrative they forgot the consumer and the consumer in turn forgot them. They were buried years ago.

Can You Afford Not to Advertise?

Now do you know what's in a name? Are those grave and silent slabs enough to impress upon you that every dollar you've spent, every man you've hired, every piece of machinery you've bought, every man-hour worked since you sold your first piece of merchandise . . . all are in your brand name? Let your plants burn down . . . you can quickly rebuild. Destroy your stock . . you can make more. But take your name away from the public's mind, and it will become an epitaph in the Graveyard of Forgotten Names.

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WSM, a part of the great Fifth Estate, is proud that so many war industries and priority stuck manufacturers are using WSM to keep their brand names alive for the duration . . . and after it.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

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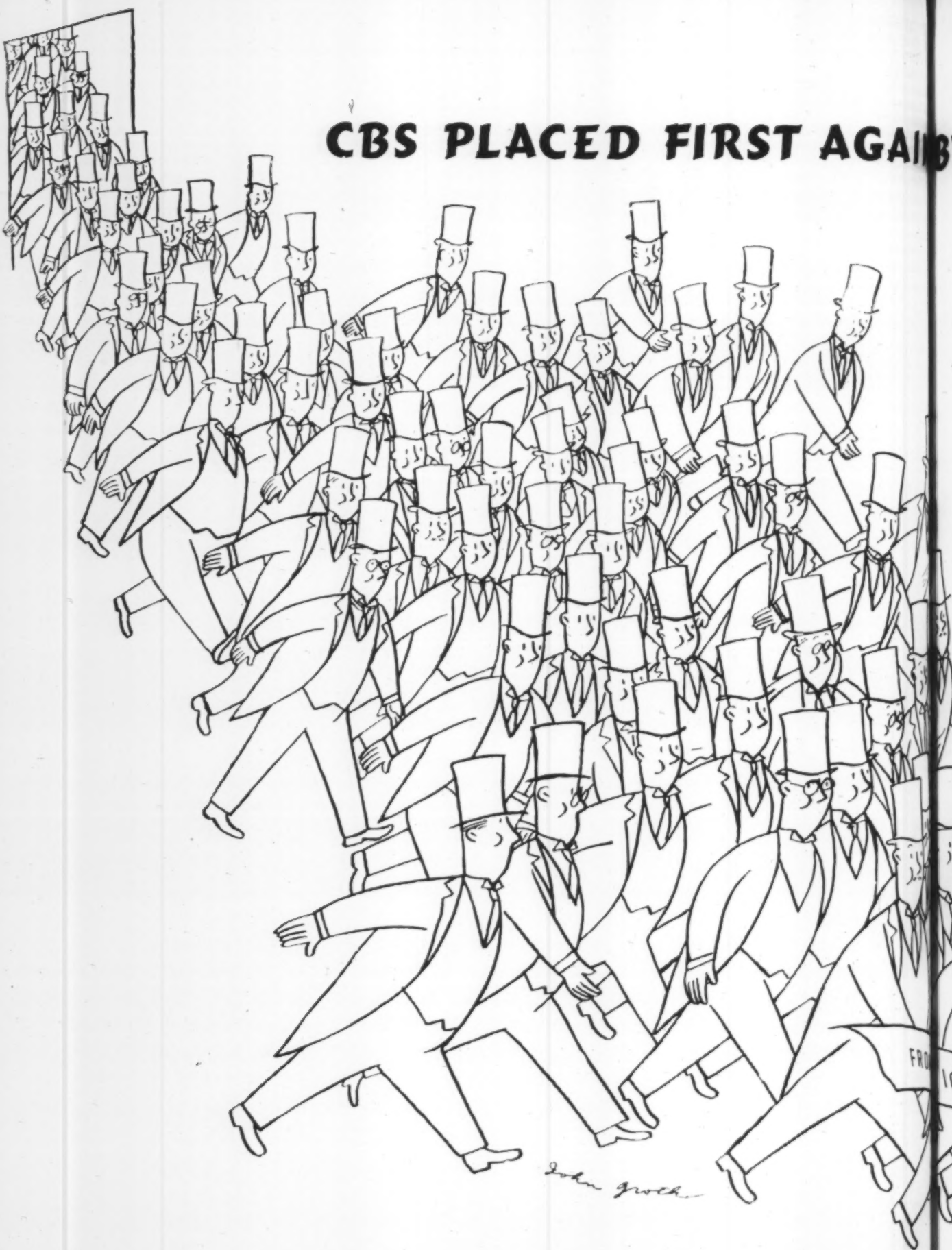
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.


CBS PLACED FIRST AGAI
John Groth

AI BY 100 LEADING ADVERTISERS

In 1941, for the seventh straight year, *CBS was first choice among the 100 leading advertisers of the United States.*

. . . 21 per cent more of the 100 leading advertisers used CBS than the next most popular network.*

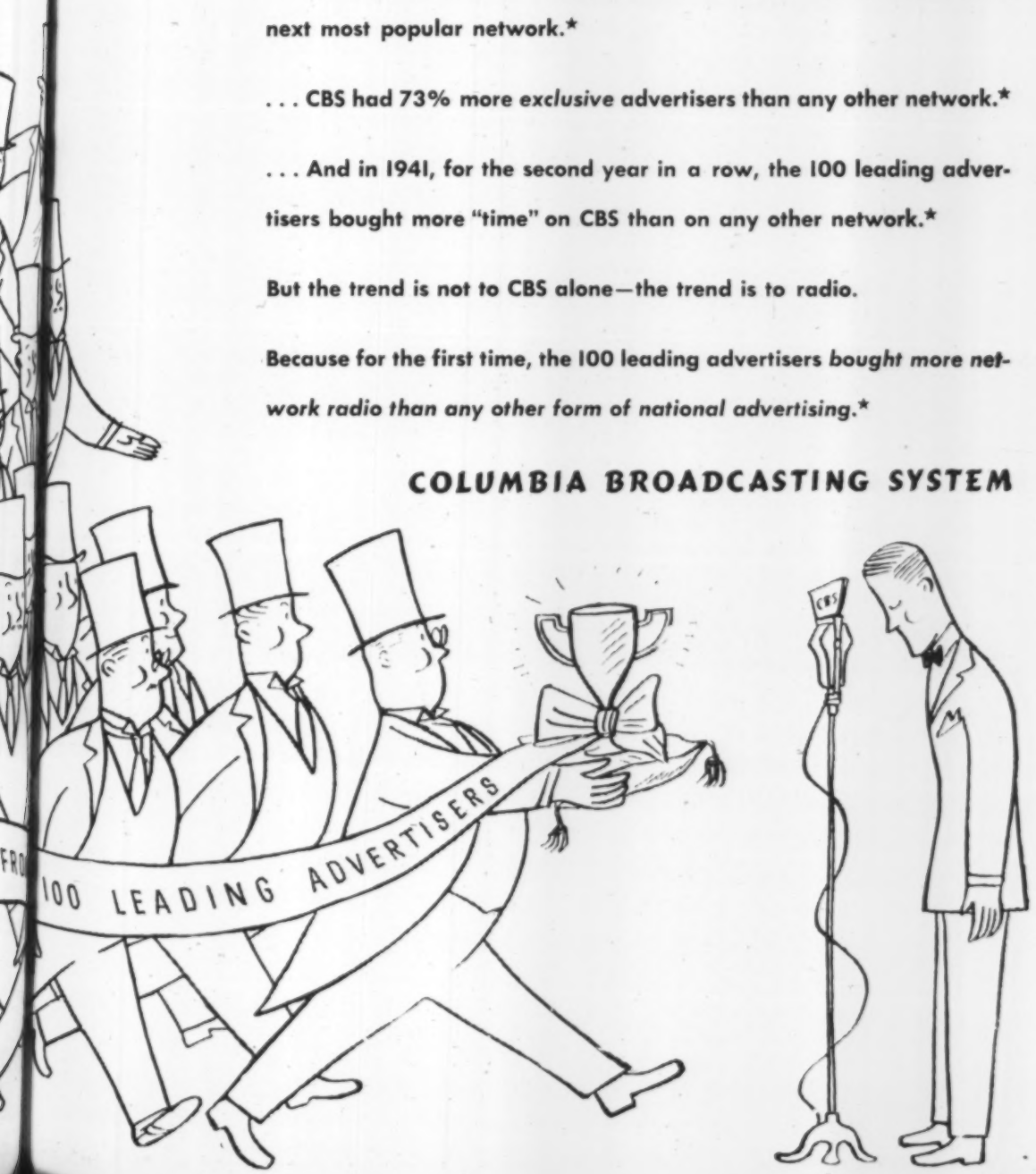
. . . CBS had 73% more *exclusive* advertisers than any other network.*

. . . And in 1941, for the second year in a row, the 100 leading advertisers bought more "time" on CBS than on any other network.*

But the trend is not to CBS alone—the trend is to radio.

Because for the first time, the 100 leading advertisers *bought more network radio than any other form of national advertising.**

COLUMBIA BROADCASTING SYSTEM



* Based on actual expenditures for 1941 as reported by: Bureau of Advertising, ANPA; Publishers' Information Bureau; and CBS Research Department.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

C. T. HAGMAN

VICE-PRESIDENT AND MANAGER, WTCN, MINNEAPOLIS-ST. PAUL

1923—Entered Classified Advertising Dept., St. Paul Dispatch-Pioneer Press
1925—Transferred to National Advertising Department
1929—Transferred to Local Advertising Department
1934—Manager of St. Paul Office, Station WTCN
1935—Commercial Manager, Station WTCN
1937—Vice-President and General Manager, Station WTCN

LIKE Napoleon and a lot of other pretty important people, C. T. (Swanee) Hagman is "big stuff in a small package". Big in heart and big in personality, Swanee is also big in capacity, as proven every day by the way he manages WTCN. . . . Aptly enough, WTCN itself is another case of the same general sort. It's a regional station, in competition with a couple of 50,000-watters —but under Swanee's direction, it does a really gigantic job for its dozens of happy advertisers. . . .

Mere size, in other words, is no index of quality in either a man or a radio outlet. Here at F&P we long ago learned what every time-buyer knows . . . that the comparative value of stations cannot be determined solely by power, frequency, network affiliations, or costs. In radio as in no other medium, quality can only be determined by an accurate knowledge of the stations themselves. And, always, it's *management* that makes the greatest difference.

Perhaps it sounds like mere sales-talk, but it's nevertheless true that every station we represent is a well-*managed* station. They're all the sort of outlets you yourself would choose to work with—that we are *proud* to work with, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

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WJWC . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO .KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

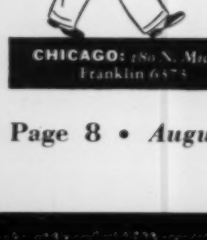
. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6573 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 — ATLANTA: 522 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 9 WASHINGTON, D. C., AUGUST 31, 1942 $5.00 A YEAR—15c A COPY

Senate Probe Into Petrillo Power Asked

Clark's Resolution Cites Abuses Of Czar

THE WRATH of Congress, as well as the courts, has descended upon Music Czar James Caesar Petrillo and his American Federation of Musicians, and a full-scale investigation of "Petrilloism", its effect on public morale and the war effort is in the immediate offing.

Plainly disturbed over the effect of the Petrillo action preventing the 140,000 AFM members from recording for transcriptions or other non-public uses, Senator D. Worth Clark (D-Idaho), one of the most effective prosecutors in Congress, last Thursday introduced an all-inclusive resolution (SRes-286) for an inquiry into the entire music situation. It was promptly referred to the Senate Interstate Commerce Committee, and appointment of a small subcommittee—of three to five members—is expected this week.

Passage Seen

Immediate reaction in the Senate was decidedly favorable to the Clark proposal. Prominent members on both sides of the chamber predicted the resolution, with sufficient funds to carry on the investigation, would be voted overwhelmingly after favorable action by the Senate Interstate Commerce Committee.

Senator Vandenberg (R. Mich.), one of the minority stalwarts, vigorously supported the resolution on the floor and cited the Interlochen, Mich., high school orchestra ban over NBC ordered by Petrillo as "the most significant guide to an intolerant tyranny as I have ever known in my life."

After introduction of his resolution, Senator Clark told the Senate he merely asked at this time that the Interstate Commerce Committee or a subcommittee be authorized to investigate "this whole nefarious racket in the interest of national unity, in the interest of our war effort, and in the interest of everything that is decent and right." He said he intended within the next few days to press for action, with the hope that it will be brought back to the floor.

In all likelihood, Senator Clark will be named chairman of this subcommittee by Senator Wheeler (D-Mont.). The Idahoan was chairman of the sub-committee which investigated purported movie propaganda last year. This inquiry, however, suddenly was terminated with the Pearl Harbor incident and the war's outbreak.

Two Courses

Procedure by the Interstate Commerce Committee could take one of two courses. The full committee could ask the subcommittee to inquire into the need for such an investigation in the national interest. In that event, the subcommittee could proceed without further action and call witnesses to testify on the urgency of the situation precipitated by the Petrillo bans, actions and threats. On the other hand, the committee could report the resolution favorably to the Senate and call for a vote. If that course were taken, a special fund would be made available and a staff retained.

Under the resolution, the subcommittee would be authorized to conduct its investigation anywhere in the United States and at any time. Moreover, it would be authorized to employ "experts", as well as clerical, stenographic and other help. This gave rise to the thought that the committee would be disposed to name a special counsel to direct the inquiry under the subcommittee's supervision.

While any Congressional committee automatically has the power to subpoena, the resolution specifically provides for authorization to compel attendance of witnesses and production and impounding of documents. The committee likewise would be authorized to obtain such facts as other Government agencies may have and to secure the assistance of other Government agencies in the investigation. Directly concerned would be the anti-trust division, by virtue of the preliminary investigation it already has made in connection with its anti-trust suit, and the FCC, which has gone deeply into the whole subject.

While Senator Clark could not discuss procedure until the subcommittee actually is named, it was felt certain Petrillo himself probably would be one of the first witnesses called. More than likely the committee will hear such figures as Assistant Attorney General Thurman Arnold, who personally is handling the anti-trust law prosecution of AFM and its executive, and FCC-BWC Chairman James Lawrence Fly, who likewise has instituted an inquiry into AFM to determine the effect of the bans upon broadcast station operations, particularly during the war emergency.

Plans Legislation

Either way, the inquiry could cover a broad field. Congressional committees have practically automatic subpoena powers. Moreover, because of the overwhelming public reaction against Petrillo's moves, it was thought that probably representatives of the industries affected, as well as many public and musical organizations which have protested the Petrillo bans, would seek opportunity to appear.

Senator Clark made it clear in his resolution that he proposes to conduct the inquiry for the purpose of "considering appropriate legislation" to foreclose repetition of the Petrillo methods. His resolution covers every phase of music operations. Even such matters as song plugging and payment of "honorariums" to musicians are included. The Interlochen incident, wherein Petrillo ordered NBC to cancel the high school orchestra concerts from the Michigan summer school, also is brought in specifically.

Petrillo's flat refusal to accede to the appeal of Elmer Davis, director of the Office of War Information, to withdraw his transcription-record ban was emphasized in the resolution. It brought out that Petrillo last December had pledged AFM "to do everything possible to aid in the fight for freedom" and that Mr. Davis, on July 28, had requested the AFM head on behalf of the Government and its mili-

Gallup Poll Finds Huge Majority Opposed to Petrillo As High-Handed

CONFIRMING by scientific poll the overwhelming public sentiment against the rampages of James C. Petrillo, president of AFM, George Gallup, director of the American Institute of Public Opinion, reported last Tuesday in his regular syndicated feature that there was a nine-to-one vote disapproving the AFM actions.

"If James C. Petrillo hopes to convince the public of the justness of his ban on phonograph recordings for radio and other non-private use, he faces a battle of terrific odds," Dr. Gallup concluded.

The Petrillo ban on broadcasts by amateur musical groups such as the Interlochen Hich School Orchestra, according to the Institute, "meets with disfavor among the majority of voters interviewed in a true cross-section survey of American opinion."

"For every person who approves the action of the musicians' union chief on the ground that union musicians deserve such protection, nine disapprove it as 'entirely too high handed' or even as 'outrageous.'"

Persons in the survey who had heard or read about Petrillo's actions were asked to give their views in response to the question "What is your opinion of Mr. Petrillo's rulings?". The division of sentiment was 75% unfavorable, 8% favorable, and 17% "no opinion".

Dr. Gallup reported that a majority of those who disapproved Petrillo's actions "feel strongly, even vehemently, about the subject." Typical of those views were such statements as "he's suffering from a bad case of overgrown ego." "He's a petty dictator," "it's disgraceful," "he ought to go over and join Mussolini."

With an anti-trust suit pending against AFM and its executives, the Gallup poll asked voters "Do you approve or disapprove of the Government taking legal action to stop Petrillo?". Of the aggregate, 73% approved such action, 12% disapproved and 15% were undecided.

tary services to "consider it your patriotic duty to stand by your pledge of Dec. 27, 1941 and withdraw your ultimation of June 25, 1942."

Chairman Wheeler was away from Washington when the resolution was introduced. It is understood, however, that he was familiar with its scope and purpose and was favorably disposed. The committee will get to work, according to Senator Clark, as soon as its personnel is named.

There was some speculation as to makeup of the committee. Senator Clark was seen as the logical chairman, as author of the resolution. If a three-man committee is named, the second majority member might be a legislator of the calibre of Senator Lister Hill, of Alabama, who has been active in committee work, or Edwin C. Johnson, of Colorado, another active committee member.

The Republican normally would be Wallace H. White Jr., of Maine, ranking minority member, the Senate's foremost authority on radio matters. But he has been preoccupied with his election campaign. Senator Chan Gurney, of South Dakota, former operator of WNAX, Yankton, and well-versed in practical phases of broadcast operation, was regarded as a logical second choice. Also mentioned was Senator Charles W. Tobey, of New Hampshire, who likewise has been active in radio matters.

Meanwhile, there was no change in the status of the Government's anti-trust suit against AFM and its officers, scheduled for argument on injunctive proceedings Sept. 16 in Chicago. There have been reports, as yet unverified, that AFM would seek a postponement because of the absence from the country of Joseph A. Padway, chief counsel for AFM, who is reported in London attending a British labor conference.

Legal Plans Moving

Assistant Attorney General Arnold and Holmes Baldridge, chief of the litigation section of the anti-trust division, were working on plans for presentation of the case, seeking to enjoin AFM because of its recording ban. Affidavits sought by the anti-trust division from various industrial groups affected also are being drawn and will be filed in the case. NAB's head counsel, Sydney M. Kaye, was reported drafting the intervention petition in behalf of the industry, to be filed amicus curiae (as a friend of the court).

At the FCC it was stated that replies to its detailed questionnaire on use of music and musicians in the broadcasting industry had been received in substantial volume and that these are being tabulated and analyzed. They will be used as the basis of evidence to be presented by the Government in the Chicago proceedings.

Otherwise, hardly a wheel turned in the music controversy. Strike talk of a fortnight ago appeared to have abated considerably. It was presumed that the public reaction against Petrillo's tactics reflected in newspaper editorials and, last week, in the Gallup poll which showed a 9-to-1 vote against the AFM position [see story in this issue] has tended to put the quietus on further AFM pronunciamentos.

In addressing the chamber, Senator Clark said he wanted to explain briefly what he considered "a most vital and a most timely resolution, which I have every hope will materialize shortly into an investigation and remedial legislation." The Senator did not attack organized labor as a whole but, conversely, contended that it had conducted itself during the war with commendable sense. Generally, he said, labor is competently led.

'An Ugly Note'

"An ugly note has reared its head," Senator Clark contended, "which is not only going to cause and is causing great disunity in our war effort, but is actually going to impede the effort itself. That ugly note is a gentleman by the name of James Caesar Petrillo. James Caesar—the middle name is strongly ironic and was unquestionably given him by people who foresaw his future."

Alluding to the recording ban, Senator Clark said that its effect is the first stop of production of every phonograph record and every transcription in the United States. "The result of the order, if it is permitted to stand," he asserted, "will be, as soon as the present records wear out, and in any event since no new music of that type can be obtained, to destroy in homes, in small business houses, in the small restaurants and in other places in this country every vestige of phonographic music."

Small Stations

Referring to the effect of the ban on radio, Senator Clark said the large networks will be able to take care of themselves. But the small stations which must rely for the most part on recordings will be seriously affected. These stations are already "beginning to feel the pinch of war as advertising falls off", he said. The same goes for the smaller restaurants and entertainment centers which are not able to hire orchestras. Also deprived of mechanical performance of music are the recreation centers at Army camps, he said.

"And yet," the Idahoan asserted, "there steps upon the scene one man and by virtue of his power, by virtue of his gangster acts, if you please, undertakes to put out of business a whole industry and deprive people working in that industry from making a livelihood."

He said he was thinking of the "tens of millions of radios in the homes of the country, and of phonographs, which the children of the family and the adults depend on for their musical entertainment."

In interrupting his colleague, Senator Vandenberg charged that Petrillo attacked "for purely [illegible] and selfish reasons" the Interlochen broadcasts over NBC. He contended that the union head was not supported by one out of 200 of his own men in that instance because musicians of the country recognize the fact that Interlochen is a great inspiration and incentive to cultural music.

Resuming his extemporaneous comments, Senator Clark said that he had introduced his resolution to show the "terrific extent to which this man's power if left unchecked, will go, and to show that the homes of the country will be without phonographs, millions of dollars worth of property made inactive, and amateur talent all over the country destroyed."

Quiet on the Surface

While in industry circles there were hints of much "behind the scenes" planning and preparation for any and all eventualities by broadcasters and recording companies, all was serene on the surface last week. The consensus of the industry seemed to be that any overt action before the Sept. 16 hearing of the Government petition for a temporary restraining order against Petrillo would be pointless.

If the court issues such an order, the reasoning ran, the union musicians will go back to work while the case is fought through the courts, up to and including the Supreme Court of the United States, which will provide for at least a year of recordings.

If the court upholds the right of the AFM president to forbid his men to work for recording companies, then some action will probably be taken, and it is against such a contingency that present planning is chiefly devoted.

Already a couple of stations have notified their local AFM unions that they consider the curtailment in the supply of recordings a violation of their contracts with the unions [BROADCASTING, Aug. 24], but industry leaders are bending every effort to avoid any controversy which might lead to a nationwide musicians strike against the broadcasting industry at this time.

Meanwhile, RCA-Victor has informed the music publishers that this company wants the publishers to continue to present their new tunes to its recording officials just as they have done in the past. Walter G. Douglas, chairman of the board of Music Publishers Protective Assn., reported that at a meeting with Frank B. Walker, head of RCA's recording department, and Leonard Joy, in charge of Victor recording, he was told that RCA does not intend to stop recording as a result of the Petrillo edict and that any publishers desiring to present their new numbers to RCA should con- said Mr. Joy in the usual way. He said that Mr. Walker had ex-

Caesar Speaks

SCABS! YOU ARE HENCEFORTH BANNED FROM THE AIR
BOSS OF AMERICAN FEDERATION OF MUSICIANS
JAMES CAESAR PETRILLO
HIGH SCHOOL CONCERT
I DECREE THAT YOU SHALL NOT HAVE RECORDED MUSIC FOR THE RADIO - I HAVE SPOKEN!
WHO
CLICK
YOU DARED TO SING "THE STAR-SPANGLED BANNER" WITHOUT GETTING MY PERMISSION! YOU MUST PAY $100 FINE FOR THAT
UNION MUSICIAN
WHO DO YOU THINK YOU ARE?
REG MANNING

Reg Manning in Phoenix Arizona Republic

Full Text of Senate Resolution to Probe Petrillo . . .

FOLLOWING is the full text of the resolution (SRes-286) to investigate James C. Petrillo and the American Federation of Musicians, introduced in the Senate Aug. 27 by Senator Clark (D-Idaho) and referred to the Senate Interstate Commerce Committee:

WHEREAS, The American Federation of Musicians, through its president, James C. Petrillo, on June 25, 1942, forbade musicians who are members of the American Federation of Musicians to play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music; and

WHEREAS, James C. Petrillo, in a letter written to the President of the United States, on Dec. 27, 1941, recognized and acknowledged that "music always has been and is today one of the finest media for maintaining high public morale", and pledged the American Federation of Musicians "to do everything possible to aid in the fight for freedom"; and

WHEREAS, on July 28, 1942, Elmer Davis, Director of the Office of War Information, requested James C. Petrillo" . . . on behalf of the people of the United States and on behalf of the War Dept., the Navy Dept., Marine Corps, the Coast Guard, the Treasury Dept., the Office of Civilian Defense, and the Office of War Information" to "consider it your patriotic duty to stand by your pledge of Dec. 27, 1941, and withdraw your ultimatum of June 25, 1942", and said request was refused; and

WHEREAS, The mechanical reproduction of music is universally used in coin operated phonographs located in hotels, restaurants, and amusement centers which are widely patronized by the general public, including members of the armed forces of the United States, and affords the principal means of musical entertainment and recreation for millions of civilian listeners and the only regular musical entertainment, other than radio, available to members of the armed forces in their recreation centers; and

WHEREAS, The radio broadcast stations which are adversely affected by the said prohibition are principally the smaller stations which are not financially able to afford station orchestras and which serve millions of American citizens, particularly in the smaller communities and in the rural areas; and

WHEREAS, The actions of the American Federation of Musicians and its president, James C. Petrillo, will deprive millions of radio listeners from hearing musical recordings, jeopardize the national morale during a period of great emergency, and imperil the service and existence of hundreds of radio stations in the United States; and

WHEREAS, The American Federation of Musicians virtually controls the freedom of action of the ma'ority of all musicians in the United States; and

WHEREAS, The American Federation of Musicians, through its president, James C. Petrillo, in July, 1942, prevented the broadcasting by radio of the annual festival of high school age student musicians from Interlochen, Mich., thus depriving American citizens of their freedom to make known their musical talents, and impeding the national musical educational program for young musicians; and

WHEREAS, the Government of the United States, through its Dept. of Justice has recognized that the actions of the American Federation of Musicians and its president, James C. Petrillo, hereinbefore set forth, are of such serious nature as to warrant suit in Federal Court against the said American Federation of Musicians and James C. Petrillo, and its other officers, charging violation of the Sherman anti-trust law; and

WHEREAS, The free American system, with which the American people are vitally concerned and for the preservation of which they are now expending their lives and substance in a great war, demands the elimination of any such abuses and controls which are contrary to our national interests;

THEREFORE BE IT RESOLVED, That for the purpose of considering appropriate legislation of the subject matters hereof, the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make, and to report to the Senate the results of a thorough and complete investigation of acts, practices, methods, and omissions to act, by persons, partnerships, associations, corporations and other entities in interstate and foreign commerce, and of conditions in interstate and foreign commerce, which may or do interfere with, or obstruct the national welfare, the public morale, or affect the public good originating from or as a result of the actions of the American Federation of Musicians and its president, James C. Petrillo, in denying members of the American Federation of Musicians the right to perform music for recordings and transcriptions destined to be played for reproductions by radio stations and coin operated phonographs including among other things—

(1) Restraints of trade by foreign or domestic persons, partnerships, associations, corporations, or other entities, whether through monopolies or otherwise affecting the manufacture and production of, or playing for, musical records and transcriptions, and the control of music and music production in the United States.

(2) Financial arrangements and demands therefor with respect to profits, salaries, bonuses, or other honorariums, which may have been arranged for, accepted, or demanded by individuals or organizations affecting the manufacture and production of, or playing for, musical records and transcriptions and the control of music and music production in the United States.

The Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to obtain such facts as other Government agencies may have, and to secure the assistance of other Government agencies in the investigation hereby authorized.

AUTHOR OF BILL

SENATOR CLARK

MUELLER TO PLACE BIGGEST CAMPAIGN

C. F. MUELLER Co., Jersey City (macaroni), will launch the most extensive network advertising in its nine years in radio, as sponsor of Isabel Manning Hewson's *Morning Market Basket* on BLUE, starting Sept. 16. Mueller will air the show on 20 BLUE stations, Wednesday through Friday, 10-10:15 a.m. Company is considering the addition of more outlets.

Subjects of interest to the homemaker are to be featured on the program, previously broadcast on WEAF, New York. Miss Hewson presents stories of places and people, interviews, and advice on menus, home economy and other subjects of feminine interest. Series starts on a sustaining basis Sept. 7 and will continue as a sustaining program on Monday and Tuesday when Mueller takes over the program for the remaining three days of the week.

Company will continue its thrice-weekly noontime newscasts by Don Goddard on WEAF, and is planning a campaign of transcribed spot announcements on a more extensive basis than last year in the Eastern area. Agency is Duane Jones Co., New York.

plained that RCA did not intend to take any action which Petrillo could construe as anti-labor or anti-AFM.

Still Busy

Questioned by BROADCASTING on this point, Mr. Walker stated that he has a staff whose duties are keeping in touch with the new music and that he does not want to stop working because of a temporary cessation in the recording of instrumental music.

Declaring that he has not let a single man go because of the AFM edict and adding that he does not want the music publishers to fire their contact men, he pointed out that RCA is still making slide films and commercial transcriptions as permitted by the AFM and that they are still able to record vocal arrangements of music on phonograph records.

"This situation will not last forever," he continued, "and when it's over we want to be ready to step right into business again. Meanwhile we are doing a lot of thinking about what can be done. There are a lot of possibilities, some I like and some I don't like, but we're going to do whatever we honorably can to stay in business."

Pointing out that RCA a few years ago tried to straighten out the control of phonograph records in the courts and that the courts had ruled that neither the manufacturer of the records nor the artist performing or them could restrict or control their use by any purchaser, Mr. Walker added that now Petrillo has taken matter into his own hands and again it is up to the courts to decide what can or cannot be done.

Several Agencies Offering Programs For Sponsorship By Pabst Brewing Co.

WITH Pabst Brewing Co., Chicago (beer), as the prospective sponsor, battle of the agencies is under way to find a Hollywood originating network show that will please executives of that firm. In a pitch for the account, at least a dozen New York agency executives have trekked to the West Coast within the last 10 days seeking a show and talent that will fill the bill.

Following conferences with Milton Biow, head of the agency, Vick Knight, Hollywood radio manager of the Biow Co. built a show around Pat O'Brien, film actor, which was submitted for consideration. Warwick & Legler made its bid with an audition transcription of *Hollywood Studio Party* cut at CBS studios on Aug. 24.

Other Shows Offered

Dick Mack, Hollywood producer of McKee & Albright on the NBC *Rudy Vallee Show*, sponsored by Sealtest Inc., supervised the production as a personal favor to Groucho Marx, who is featured on the proposed series. H. P. and J. R. Warwick, president and vice-president respectively with Wallace Gould, radio executive of Warwick & Legler were in Hollywood for the transcription cutting.

S. J. Andrews, radio executive of Lennen & Mitchell, was also to audition a couple proposed programs. Lord & Thomas, currently handling the account, sent Mitchell Benson of its Chicago office to the West Coast for a similar purpose. Dick Marvin, New York radio manager of Wm. Esty & Co., currently in Hollywood ostensibly to line up talent for the new *Abbott & Costello Show* starting on NBC in October under sponsorship of R. J Reynolds Tobacco Co. (Camel cigarettes), disclaimed interest in the beer account. Despite this, it is generally believed that his agency too will propose a variety program. Hal Hackett, radio director of Music Corp. of America, has a package show which features Jack Carson as star. Bernard Schubert, New York talent representative, with Louella Parsons, Hearst columnist under contract, is interested in making a deal. Other agencies, whose names have not been revealed, are also reported as working under cover.

Men Under 50 Likely to Face Service With Few Exceptions

Selective Service and WMC Indicate Possible Realignment of Essential Occupations

A BARRAGE of press releases, strongly warning that few men in the country under 50 can hope to escape military service, were issued from both Selective Service Headquarters and the War Manpower Commission last week—portending present plans of these agencies, with regard to esential activities and occupations (broadcasting and communications included), may be entirely changed within a short time.

Maj. Gen. Lewis B. Hershey, Selective Service chief, sounded an ominous warning last Friday when he declared that "things are moving so fast now" in the mobilization of men "that we may have to operate ahead of the rules" and added "continued deferment of men on occupational grounds must be considered in the light of how the public will regard these men compared to others with dependents who are called."

Also affecting stations to some degree was the pronouncment last Friday by WMC Chairman Paul V. McNutt that all male college students are destined for the armed services. When effective this will no doubt cut down on students available for part and full time work at studios.

Indications from statements of both agencies are that actual shortages in essential ocupations may be the key to future draft deferments and the mere inclusion of a man's occupation as essential will not guarantee him special consideration by draft boards. Under the broad discretionary powers given Selective Service boards, broadcasting and communications employes, in seeking deferments, may find a comparison made by the boards of the shortages in their particular area and areas all over the country. Surveys made by the U. S. Employment Service may serve as the index for these comparisons.

Personnel Swaps Hinted

In such case, it was hinted, if a draft board finds that another comparable area can maintain its broadcasting and communications with less manpower a levelling off process will follow; the boards will draft such employes until its ratio of these men to the area equals ratios in other areas.

Meanwhile, WMC continues with its studies of essential activities and occupations. Last week, it was said, the Commission's Inter-Agency committee had covered enough occupations in other fields to forecast that broadcasting and communications jobs would be reached in either the Sept. 10 or Sept. 15 meeting of the committee.

Communications Categorized

The USES, engaged in defining and categorizing communications employes along with those of all other fields, last week sent to the Board of War Communications lists of employes for re-study—then to be sent to the WMC. The BWC will study the lists, check titles and definitions for accuracy and furnish further job descriptions.

BWC last week also sent out its station questionnaires which call for an estimate of critical occupations shortages up to the end of this year. The results from this survey are slated for quick machine tabulation, so they will be in the hands of WMC as soon as possible.

In other sectors, study of the broadcasting personnel problem continues. NAB, which has closely collaborated with BWC and other war agencies in studies of the broadcasting manpower situation, has sent letters to its member stations asking for reports on the manner in which local draft boards handle their employes. These letters point out that Selective Service has classified broadcasting as essential. "This being the case," declares a letter from John E. Fetzer, owner-operator of WKZO, Kalamazoo, Mich. and NAB director for the 8th district, "draft boards have full authority to place key broadcasting personnel who are in 3-A in the 3-B classification." The letter then requests information "if in your experience the draft boards have already done this and, if so, whether you were required to file the conventional Form 42-A."

'Marjorie Mills Hour' First Contract Signed by New England Regional Chain

THE *Marjorie Mills Hour*, cooperatively sponsored domestic science program which has been on the air in New England since 1933, will move Sept. 29 to the newly-organizezd New England Regional Network [BROADCASTING, Aug. 24], Paul T. Morency, general manager of WTIC, Hartford, and chairman of the NERN operating committee, announced last Thursday following a meeting of the committee at the Waldorf-Astoria, New York.

First commercial program to be signed up by the new regional, the *Marjorie Mills Hour* will be broadcast from 12:30 to 1 p.m., Monday through Friday, for 52 weeks on the basic NERN hookup, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCHS, Portland, Me., and WLBZ, Bangor. Contract signed with Broadcast Advertising Inc., Boston agency in charge of the program, amounts to more than $100,000, Mr. Morency stated.

Operating and promotional plans for the network, which includes WRDO, Augusta, Me., and WFEA, Manchester, N. H., as supplementary outlets in addition to the five basic stations were the chief topics of discussion of the meeting. Four members of the operating committee attended: Mr. Morency; Lee Wailes, manager of broadcasting of Westinghouse Electric & Mfg. Co., operator of WBZ; William H. Rines, general manager of WCSH; John J. Boyle, general manager of WJAR. The fifth committee member, Thompson Guernsey, director of WLBZ, did not attend. Also present were Walter Johnson, commercial manager, WTIC, and J. J. Weed, president, Weed & Co., national representatives of the network.

One of the oldest women's programs, the *Marjorie Mills Hour* has been broadcast consistently throughout New England for nearly 10 years, first on the old New England Network and when that broke up moving to the Yankee Network, where it has remained to the present. During its stay on the Yankee Network, the program has grown from three quarter-hours a week to five half-hours weekly. Bought as a unit by Broadcast Adv. Inc., the program has been available to advertisers on a participating basis and during 1941 was used by more than 40 clients, chiefly in the food field.

OPERATING COMMITTEE of the New England Regional Network is all smiles as its chairman, Paul T. Morency, WTIC, Hartford, signs the first commercial contract of the new regional hook-up, a 52-week contract which will bring more than $100,000 into the NERN coffers. Seated (l to r) are: John J. Boyle, WJAR, Providence; Mr. Morency; Lee B. Wailes, WBZ, Boston. Standing (same order): Walter Johnson, WTIC; William H. Rines, WCSH, Portland, Me.; J. J. Weed, national representative of the network.

Fall, Winter Campaign Planned by O'Sullivan

O'SULLIVAN RUBBER Co., Winchester, Va. (heels), will launch a 10-week fall and winter campaign of transcribed announcements on a national basis Nov. 21. Firm will use 40 stations, with spots varying from three to 42 to stress the importance of walking, in order to conserve transportation facilities, and will emphasize that the heels are made of "non-vital materials".

Appropriation and number of stations used is somewhat larger than last spring or fall drives. Agency is Bermingham, Castleman & Pierce, N. Y.

Taylor for Lewis

GLENHALL TAYLOR, for the last seven years on the Hollywood staff of Young & Rubicam, as writer, producer and director, has been appointed general manager of that office. He succeeds Tom Lewis, who resigned several months ago to join the Army as major in the radio section, Office of Special Services, Washington. Mr. Taylor was director of the *Silver Theatre* series and more recently produced the *Burns & Allen* program. Carroll O'Mara continues as business manager of the agency's Hollywood branch.

Jewell Appointed

JAMES JEWELL, formerly production director of the recently dissolved Stack-Goble Adv. Agency, Chicago [BROADCASTING, Aug. 10], on Aug. 24 joined MacFarland, Aveyard & Co., Chicago, as vice-president in charge of radio. Evelyn Stark, radio director, will continue to direct talent and timebuying.

JOHN F. ROYAL, NBC vice-president in charge of international broadcasting, and Leonora Corbett, noted English actress now appearing in "Blythe Spirit", current Broadway success, were married last Saturday in New York by Judge Ferdinand Pecora.

Foreign Policy and the Shortwaves

Careful Check of Broadcasts Aimed At Other Nations Is Necessary

By WELLS CHURCH

Now that the American international shortwave broadcasting system is about to be expanded and integrated [BROADCASTING, *Aug. 24*], *the modus operandi becomes vitally important in the war effort. Wells (Ted) Church, an experienced former network program executive who shortly will join the Rockefeller Committee, recently returned from London where he acted as American consultant to the BBC. His article in the May 18* BROADCASTING, *pointing out the shortcomings of our present system, created considerable stir and albeit critical, was hailed by a leading Government broadcasting official concerned with the problem as a highly constructive contribution to the betterment of our international radio operations. Herewith another constructively critical article by Mr. Church.*

INTERNATIONAL broadcasting is coming into its own with a rush. True, the growing pains are so great as to be quite audible, but it seems nothing can stop broadcasters when they decide something has to be done.

Thus, here are a few hints which, if followed, might save many a stubbed American toe. The principles behind the suggestions are well known to every commercial radio man. The application is merely international, not sectional in the sense that we might use the word when dealing with a national account.

A Matter of Policy

Also, when these suggestions are used in connection with international commercial broadcasting, they must be superimposed upon the normal commercial considerations involved. If they are not, it is safe to say that not only will the goods stay on the shelves, but Uncle Sam will be asking questions.

1. *Make certain you understand the application of American foreign policy to the particular broadcast under consideration.*

Nations are usually accused of having a confused foreign policy because those who make the accusation are incapable of understanding that policy. A nation may have a policy with which you disagree, but it's not necessarily confused. The only way for one not thoroughly schooled in foreign policy application to stay out of hot water is to check each instance which arises with some responsible authority.

Not all programs produced in the United States for foreign consumption involve foreign policy, of course, but it is safe to assume that any program which deals with any action whatsoever by a national government should be checked for policy. It would be one thing, for example, to publish an editorial in a newspaper in the United States differing sharply with the present attitude of the U. S. Government toward Vichy France, and quite another to broadcast such a statement by shortwave to Europe.

Voice of Uncle Sam

To listeners in Europe, our shortwave statement *is* the United States. One may think Chile very shortsighted in her present policy toward the Axis nations, but if we put a speaker or a drama on the shortwaves to South America saying that—or coming anywhere near saying that—*that* is the United States Government speaking so far as the Chilean listener is concerned. It is not that we may not want to say that to Chile. We might as a Government want to say just that. But it is the sort of point which arises constantly in international broadcasting which needs, demands, the attention of a responsible diplomatic mind. It is courting danger to move without checking such a case.

2. *Make certain you understand the internal politics of the nation you address.*

Dramatizations of life in another country offer the widest opportunities for trouble in international broadcasting. It is to easy to violate national pride, or to look ridiculous. (Personally, I was amused —some might have been angry— when I heard another country identify the "Star Spangled Banner" as "one of the many important airs of America" and describe it as written at "a" fort during "a" war by "a patriot").

One of the prime sources of trouble, too, is the refugee field or, indeed, the putting on the air of any national to speak to his home country. Each of these speakers must be thoroughly checked before being invited to speak. His or her political reputation may be anything but enviable in his home country. It is well to remember that, whereas we in America are very used to hearing the opposition's side of things, this form is not generally the case in other countries. That's true no matter how much any country may brag about its free speech.

3. *Use acceptable accents.*

It will be insisted there are two sides to this question, but if you will consider yourself the listener, the right answer will come up. We Americans all have a feeling of revulsion when we hear perfectly good American accents coming out of Berlin. British listeners shudder when they hear a good British Southern accent coming from the German capital. But those decisions are easy to make. (I still can't understand how the Germans can be so thick-headed.) Anything these spokesmen say is certain to be taken as an untruth. On the other hand, English spoken with a German accent is more likely to impress an English-speaking listener than the other type. This means that we should speak to our enemies consistently with American-accented tongues.

But in speaking to our friends, the reverse is not necessarily true. The situation clears a little when you remember that our shortwave signals represent the United States to foreign listeners. Thus it should carry the stamp of the United States, an American accent. That is probably as close to a general rule as one can get. But, there will certainly be many times when it will be a compliment to another nation tc use a national of that country as the spokesman. The type program involved often offers opportunities for individual solution.

Explain U. S.

4. *It is always best to assume that the nation to which you are speaking knows absolutely nothing about the United States.*

This is more of a script problem than anything else. Jokes based on locations in America, like Niagara Falls, fall flat abroad; no one knows that Niagara Falls is where honeymooners go. In this same category comes the problem of different names for things. For example, in the United States you go to the movies, in England you go to the cinema or the flicks, and in South Africa you go to the bioscope. It behooves all program men to become familiar with as many of these differences as is possible. Any tough one can be checked. It may do Mr. Dewey an injustice, but there is no meaning abroad in a sentence saying "Thomas E. Dewey, of New York State, is planning a tour of South America." You have to explain who Dewey is—or most of your audience will look slightly blank.

Probably this point should be carried to the extreme of identifying the Star Spangled Banner as "the national anthem of the United States of America" instead of just playing it. (Imagine my own feelings at the Labour Party Conference in London when, after standing at attention for a song I could not identify but which I thought must be the Belgian national an-

(*Continued on page 48*)

Govt. Ownership, Operation Is Out; 'Partnership' Concept Goes Forward

GOVERNMENT ownership and operation of the international shortwave broadcasting system is definitely abandoned in principle, and the plan for a Government "partnership" with existing licensees in an expansion program [BROADCASTING, Aug. 24] took a step forward last Thursday when it was presented to the Board of War Communications.

The expansion project, calling for 22 new shortwave stations of 50,000 to 100,000 watts power, with frequencies to be obtained from other services, was laid before BWC, and upon that body now rests the responsibility for securing priorities so that the transmitters can be built in the shortest possible time. No final action was taken, but it was reported that "progress is being made."

Approval Needed

It is understood that BWC must consult with the military services to learn whether critical materials may be obtained for the newly expanded American arm of psychological warfare. Military chiefs as well as the War Production Board will be consulted on the project

Appearing before BWC last week was Com. T. A. M. Craven, FCC commissioner designated to represent that body on a planning committee including representatives of the Office of War Information and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee). He laid the plan before the board, flanked by Nelson A. Rockefeller, OCIAA coordinator; W. K. Harrison, assistant OCIAA coordinator. Don Francisco, assistant in charge of the Rockefeller Radio Division; Robert Sherwood, OWI director of Overseas Operations; Murry Brophy, chief of Mr. Sherwood's Communications Facilities Bureau.

The plan proposes that the Government shall erect and pay the operating costs of the 22 new transmitters, which would be licensed to existing or new licensees; that some programs shall continue to be controlled by private operators, though many news, troop morale and propaganda features will be supplied by Government agencies; and that, after the war, the plants shall be sold to the private operators. It is understood to have the approval of all Government interests involved as well as most of the private operators.

OPA Price Ceiling To Allow Normal Advertising Programs

Henderson Says Promotion Will be Considered Component of Cost; Denies 'Squeeze' Coming

POSITIVE and formal assurance that the Office of Price Administration will not disturb "normal advertising expenditures" in its investigation dealing with price adjustments came last week from Director Leon Henderson.

Setting at rest misgivings repeatedly whispered in advertising and trade circles that some "squeeze" would come as the economic picture tightened, Mr. Henderson reaffirmed his previous statements that advertising would not be molested. Mr. Henderson had told an emergency meeting of advertisers last Fall that he would not use price control as a device in curtailing or eliminating normal advertising expenditures, but since the issuance of the General Maximum Price Regulations some question has arisen as to whether OPA would suggest curtailment of advertising to absorb price "squeezes in individual cases."

Fulmer Raises Issue

The suggestion that advertising might be squeezed came from Chairman Fulmer, (D-S.C.) of the House Agriculture Committee, and Mr. Henderson promptly defended normal expenditures in a letter to the legislator. Chairman Fulmer had written Mr. Henderson charging that soap companies were forcing OPA to roll back prices on tallow, fats, and greases "so that they would be able to make their usual large profits, which would enable them not only in peacetime but during this great emergency when we are spending billions in trying to win this war, to advertise in the press, over the radio, and by any other method whereby they might be able to increase their sales and their cash surpluses".

In his reply, Mr. Henderson pointed out that the large soap manufacturers voluntarily had rescinded price increases announced in February, but had presented data on the impact of tallow, fat and grease prices on the price of soaps. He asserted this data resulted in the OPA investigation.

Normal Layouts OK

"In line with our previously announced policy", Mr. Henderson advised the Congressman, "normal advertising layouts were considered as costs in this investigation. Any other policy with respect to advertising might well result in the destruction of the entire advertising industry, an end that is beyond either the authority or inclination of this Office. May I point out, however, that extra extraordinary layouts for promotional campaigns, such as the recent campaign advertising Swan soap, were not considered as costs in our margin investigation".

Mr. Henderson's statement was viewed as removing the last vestige of doubt about government policy on advertising expenditures. Reports that the Internal Revenue Bureau might be disposed to rule that advertising expenditures could not be charged to overhead as "ordinary and necessary" likewise largely have been dispelled.

The action taken in the soap price case establishes a precedent. Heretofore, the OPA head has announced policy, but had never had occasion to invoke it.

'Time' in Collaboration With Cigarette Newscasts

BENSON & HEDGES, New York, will sponsor the 9 p.m. news period on WQXR, New York, five nights weekly, beginning Sept. 14 for Virginia Rounds cigarettes. Quarter-hour news period, which will be titled *World Wide News Review*, is broadcast by Albert Grobe and the script is prepared by the station's news staff in collaboration with Frank Norris, managing editor of the *March of Time* and his staff.

Much of the material used on the broadcasts comes from correspondents and editors of *Time*, which recently completed an arrangement with WQXR for experiments in radio programming [BROADCASTING, Aug. 17]. The nightly newscasts are said to be the first results of this collaboration. Sponsorship was arranged by Duane Jones Co., New York.

Goldwyn Discs

SAMUEL GOLDWYN Inc., New York, is releasing 5 and 15-minute trailer transcriptions to approximately 100 distributors in various markets throughout the country in connection with the national release of the film "Pride of the Yankees". Discs, for placement on local stations, were cut by Thomas J. Valentino Inc., New York. Firm used spots of five stations in connection with the world premiere of the show in New York in July. Agency is Donahue & Coe, New York.

General Foods Strip

GENERAL FOODS Corp., starts *Young Dr. Malone* in a morning period on NBC for Post Bran Flakes on a five-weekly basis, Aug. 31. The show continues as an afternoon feature on CBS for Post Toasties. Serial started on NBC-BLUE in Nov., 1939, shifting to CBS in April, 1940. Benton & Bowles, New York, is agency.

ALBERTO MIRANDA, director of telegraphic and radio communications in the Republic of Bolivia, was in New York last week to discuss relations between Bolivian stations and NBC with John F. Royal, NBC vice-president in charge of international relations. Mr. Miranda is here to obtain priorities for vital communications equipment needed in Bolivia.

Knodel a V-P

J. WILLIAM KNODEL, for five years with the Chicago sales staff of Free & Peters, station representatives, has been elected a vice-president of the company and sales manager of the Chicago office at a recent meeting of the board of directors. Well known in agency and industry circles, Mr. Knodel was on the advertising staff of the *Omaha Bee-News* and before that on the *Omaha World Herald* before joining Free & Peters in January, 1938.

Mr. Knodel

WLAC To Dedicate New 50 kw. Plant

Nashville Station Formally Boosts Power Sept. 11

SUCCESSFULLY negotiating an endless maze of priorities and other obstacles occasioned by the war, WLAC, Nashville, on Sept. 11 will dedicate its new 50,000-watt transmitter.

Mr. Ward

After a lapse of nearly a year-and-a-half, dating from the breaking of ground, J. Truman Ward, owner of WLAC, announced that installation is completed. The new WLAC transmitter has been on 50,000-watt daytime program tests since Aug. 10, and reports reaching the station from all directions, according to Mr. Ward, indicate greatly increased coverage. The new plant, Western Electric throughout, was installed at an overall cost, including building and appurtenances, of approximately $175,000.

Gala Premiere Planned

F. C. Sowell, general manager of WLAC, has recruited big-name talent for the inaugural program. It is being exploited with spreads in 26 county newspapers throughout the station's primary and secondary areas. Especially transcribed greetings for the station's premiere have been arranged by such CBS personalities as Cecil B. DeMille, Guy Lombardo, Bill Perry, Jessica Dragonette, Edward G. Robinson, Glenn Miller, Bob Burns, Penny Singleton and Arthur Blake, Ben Bernie, Gene Autry, Amos 'n Andy and Ginnie Simms.

In addition to a gala program, the broadcasts will open and close with patriotic renditions by the 130th Infantry Band at Camp Forrest. WLAC began operation in 1926 with 1,000 watts as a time-sharing station. In 1930 it was operating fulltime with 5,000 watts as a CBS outlet. The station was acquired by Mr. Ward in 1935. It operates on 1510 kc.

Licenses Granted For Defense Radio

Akron and Lawrence First To Set Up Local Units

FIRST LICENSES for the War Emergency Radio Service of the Office of Civilian Defense were granted last Monday by the FCC to civilian defense units of Akron, O., and Lawrence, Mass.

Creation of the WERS was announced jointly by the OCD and FCC June 13 [BROADCASTING, June 15]. No new equipment is necessary for the units, which will utilize transmitters of ultra-high frequencies and 25 watts limited power in a relay system which will take over when normal communications break off. In event of such a communications cut-off, the FCC said last week, the emergency radio setup will be available to coordinate rescue and repair work.

Use 'Walkie-Talkies'

Under the licenses granted last week Akron will have a two-way low-powered system of 16 receiver-transmitters. Some of these, it was said, will be in fixed locations while others will be mobile. A few "walkie-talkies" will also be used. The city of Lawrence received a license for a system of 11 two-way radio units.

The FCC announced that applications of many other cities are pending before the Commission. Requests vary according to local conditions, it was said. It was also said that some applications are being returned to communities because the forms fail to indicate what arrangements exist for liaison with local civilian defense commanders for silencing the radio emergency units when conditions dictate. The OCD previously had warned that all cities asking for permission to set up such a service should furnish proof to the FCC that all transmitters within the area could be instantly silenced upon receipt of a single order from the district OCD warning center [BROADCASTING, June 22].

Meanwhile the American Radio Relay League, made up of amateurs who for the most part will man the WERS units, last week announced the hams are being successful in constructing sets from discarded parts of receivers. It was said the parts, in original form, cannot be utilized for shortwave transmitters and receivers but the metal and wiring required can be obtained from these old sets.

Movie Trailer Discs

GOSSIP of Hollywood and preview scenes from the latest movies are featured in a five-minue transcribed series released by Thomas J. Valentino Inc., New York. The discs have been prepared for the use of stations seeking the sponsorship of local exhibitors of the films reviewed, or may carry them as sustainers. Already 100 stations have signed for the series, on a 13-week basis, according to Mr. Valentino.

XUM

We're building something

NEW

in Chicago Radio!

● Here's a new broadcasting *philosophy* and a new radio *operation* in the heart of a *new market* for Chicago radio advertisers.

It's WJWC of Hammond-Chicago. A few months ago we were nothing more than an idea in the minds of a few Chicagoans who knew that *things were changing* in the Chicago market—that a whole new class of important citizens and consumers permanently had entered Chicago's economic pattern—and that these millions of new people were being inadequately served by the existing radio stations.

We knew that an honored place was awaiting any new radio enterprise in the Chicago area which could do an honest, inspired job of broadcasting—beamed to the minds, to the hearts, and to the pocketbooks of the millions of *new-wealthy* industrial workers whose skill and sweat and muscles are making a new world in the heavy-industry neighborhoods around Chicago.

News, 19 times daily (on the half-hour every hour)—prepared by a special staff of fifteen top-flight correspondents, writers and announcers, from the reports of the United Press, Press Association and Chicago Sun reporters, edited by the famed Clifton Utley—is one of the many services we are bringing to the Janes and Joes in the "Calumet Corner".

But space is running short, and we haven't told the story as yet. We'll try to tell you more in this same space, next week.

WJWC

HAMMOND-CHICAGO

***Supercharged* Coverage of Chicago's *New Wealth*—the Working People!**

General Offices: 165 N. Michigan Avenue, Chicago

FREE & PETERS, INC.
Exclusive National Representatives

Drug Industry Asked to Give 5% of Ad Budget to War Bonds

Manufacturers' Plan Receives Treasury Approval $4,000,000 May Be Realized From Drive

A PLAN calling upon the drug, cosmetic and allied industries to cooperate voluntarily with the Government in the war effort by agreeing to devote 5% of its advertising appropriation to the War Bond campaign has been submitted to members of those industries by a policy committee headed by Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co.

Developed by the committee in cooperation with the Advertising Council and approved by Henry Morgenthau, Secretary of the Treasury, the plan is presented in a 36-page book which has been sent to all drug and cosmetic advertisers. On the basis of 5% of expenditures of these companies for time and space, the committee is asking that they devote approximately $4,000,000 to advertising bonds instead of their regular products.

Time or Cash

Participation may be either in "kind," with the advertiser donating time on the air or publication space in accordance with "master schedules" worked out by the committee, or in cash, which the committee will utilize to fill in voids in the master schedules. Large contributions from individual advertisers will be used for advertising placed by the advertiser's own agency; small contributions will be lumped together and the campaign placed by an agency selected by the committee.

Sample 12-month master schedules for magazines and network radio are included in the presentation, which points out that it would be impossible to work out similar schedules for advertising in newspapers, spot radio, billboards, car cards, etc. Users of these media are asked to donate 5% of their time or space to selling War Bonds and to report details to the committee.

Suggested network schedule, listing 66 programs presented by 31 advertisers, allocates two broadcasts a year of each once-a-week program to the bond drive, five broadcasts of the twice-weekly shows, seven broadcasts for programs given three times a week, 10 broadcasts for the four-times-a-week programs and 13 broadcasts for the five-a-weekers. Programs to be devoted to the selling of War Bonds are spaced as evenly as possible throughout the year in each advertiser's schedule, with allotments staggered from schedule to schedule "so that an even flow of War Bond effort is maintained and a continuing effect be given to this campaign."

Four types of radio participation are suggested: "1. Entire scripts built around the War Bond drive (Suited to programs of the type of *Easy Aces*). 2. Full commercial time — not just 'hitchhike' announcements — devoted to War Bond commercials. Our drive needs selling power, not only 'reminder' announcements (Suited to programs of the type of *Mr. District Attorney*). 3. Direct appeal by star of show (Suited to programs of the type of *Bob Hope Show*). 4. Interviews with, or direct appeal by Government Officers (Suited to programs of the type of Walter Winchell or newscasters)."

Advice Available

Book also states that "a staff of radio consultants who have worked with the Treasury and the Advertising Council and are thoroughly famiilar with the needs of this War Bond Drive will be available to help participants make the most effective use of the programs they devote to this drive." Agencies representing companies in the drug, cosmetic and allied industries will meet with the committee to learn of the aims and methods of the drive, each agency to place the advertising of its own client.

Committee Members

Committee members, in addition to Chairman Bristol, include: Robert B. Brown, Bristol-Myers Co., vice-chairman; C. S. Beardsley, Miles Laboratories; Elmer H. Bobst, Hoffman-LaRoche; H. L. Brooks, Coty; Alvin Brush, American Home Products; P. L. Frailey, Frailey Products; James J. Hill Jr., Sterling Products; Charles I. Luckman, Pepsodent Co.; Robert E. Lusk, Colgate-Palmolive-Peet Co.; William Y. Preyer, Vick Chemical Co.; A. Craig Smith, Gillette Safety Razor Co.; M. M. Sterling, E. Fougera & Co.; Harold B. Thomas, Centaur Co.; J. T. Woodside, Weco Products Co.

'M' Award Aired

BABCOCK & WILCOX Co., New York, recipient of the Maritime Commission's "M" award for production of steam boilers for merchant vessels, will use the entire BLUE network for award ceremonies Sept. 2 at the company's plant in Barberton, O. Company which received the Navy "E" last year, has not previously used radio.

Petrillo's Ban on Recording of Music Stalls Music Publishers, Says Miller

THE PETRILLO ban on recorded music, in its first full month, has resulted in a virtual cessation of music publishing, Neville Miller, NAB president, stated Sunday. The ban has adversely affected not only the recording industry and its affiliated businesses, but the general public as well, he said.

Despite the quantities of music recorded prior to Aug. 1, when the ban has adversely affected not lication "is no longer keeping abreast of the inspiration of the composer", Mr. Miller declared, "the publishers are today unable to accept and properly exploit fresh works, even those of a patriotic nature.

"So far as can be ascertained, not a single work completed after the recording ban went into effect has been published, and such works as have been accepted are being held back in the hope that the order will be rescinded. Consequently, the composer has already directly felt the first impacts of the ban. As for the union musicians, those of them who looked to the making of recordings for all or a part of their compensation have during August been deprived of this source of income.

"The detrimental effect upon the art of music and upon radio will be increasingly evident. Moreover, if Mr. Petrillo persists in his avowed determination to prevent union musicians from making phonograph records and other recordings, whether for popular, patriotic or classical music, the absence of freshly recorded music will impair the ability of radio stations to serve their communities. It will also impair the tremendous investment which the American public has in home phonographs.

Big Coast Grid Series Planned by Associated

ALL MAJOR intercollegiate football games as well as a large schedule of service games among teams of the armed forces on the Pacific Coast will be broadcast under sponsorship of Tide Water Associated Oil Co., Associated Division, San Francisco, during the 1942 season. The coast gridiron season will start Sept. 26.

Associated will advertise its gasoline, motor oils and auto check-up service. Harold R. Deal, general promotion and advertising director of Associated, is working out a complete broadcast schedule, lining up sportscasters and outlining a promotion campaign.

Paley in London

WILLIAM S. PALEY, president of CBS, arrived in London last Thursday by plane, according to word received in New York Friday. Network officials said that the purpose of Mr. Paley's visit to the British capital, where he is expected to remain for several weeks, is to confer with British officials and with the London staff of CBS.

Oil Firms Merge In Drive for Coal

Radio Announcements Push Heater Unit Conversion

NINE MAJOR OIL companies, radio advertisers, have agreed to cooperate in the Government's program for the conversion of East Coast plants and home heating units from fuel oil to coal, in what appears at first glance to be a strange paradox, and at close view, sound public relations, and an example of unity of purpose in solving the nation's wartime problems.

With few coal companies using radio, the oil firms, who have either network shows or extensive spot schedules, have taken on the unusual assignment of urging the public to change over to coal.

Special Spots

This is being done through inclusion of special radio announcements, prepared and distributed by the Petroleum War Industry Council, a group of representatives of the oil industry, and is part of a regular program conducted by the council in various media, including the use of local distributors to circulate material on the subject of conversion.

An insight into how and why an oil company goes about promoting a rival product is found in spots prepared by Marschalk & Pratt, New York, agency for Standard Oil Co. of New Jersey, sponsor of *Esso Reporter* on Eastern stations. While stressing the various economies which can be made in the home to conserve fuel oil consumption, announcements include such statements as the following:

"Some, who can do so, are installing grates in their furnaces and ordering bins filled with coal or coke. No petroleum refiner enjoys losing . . . even temporarily . . . a large number of valued customers. However, as things look right now, these precautions may well mean the difference next winter, between comfort and lack of it. And the petroleum industry would be less than candid were the present outlook made to appear less serious than it seems today."

Other radio advertisers who have agreed to use the PWIC material are: Socony Vacuum Oil Co., *Raymond Gram Swing*, BLUE; Sinclair Oil Co., *Sinclair Melodies*, transcriptions; Cities Service Co., *Cities Service Concerts*, NBC; Richfield Oil Co., *H. V. Kaltenborn*, NBC; Sun Oil Co., *Lowell Thomas*, BLUE; Texas Co., *Texas Star Theater*, CBS; Gulf Oil Co., *We the People*, CBS; and Atlantic Refining Co., baseball broadcasts, 55 Eastern stations.

DON WILSON, Hollywood announcer, has been signed as narrator of the Twentieth Century-Fox short film, "Springtime in the Rockies". Knox Manning, CBS commentator, has been signed as narrator of the Warner underseas short "The Mankiller".

XUM

Sincere thanks, America!

... from

Western Electric

ARSENAL OF COMMUNICATIONS

LAST WEEK the new combined Army-Navy E Flag was presented to Western Electric for "exceptional performance" in producing radio and other communications equipment for the armed forces.

We are grateful for this award. And we like to think of it as coming from all the people of America—whose battle for survival depends so much on quick, dependable communications.

Western Electric men and women will do their utmost to live up to their E Flag by pushing production records ever higher till Victory is won. When that day comes, count on Western Electric for continued leadership in equipment for Better Broadcasting.

Rockefeller Field Force Mustered

Latin Radio Campaign Is Surging Rapidly Toward Peak

ITS FIELD STAFF largely mustered and making ready to take various posts in Latin America, the Radio Division of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) during September will swing into peak distribution of American radio programs designed to cement Good Neighbor relationship between the United States and the rest of the Americas.

Directed by Coordinator Nelson A. Rockefeller to tell the true story of the United States and its war effort via radio to Latin America, the Radio Division, headed by Don Francisco, former president of Lord & Thomas, has embarked on an ambitious program of coordinating the facilities of all available radio media, using shortwaves, point-to-point, transcriptions, rebroadcasts and locally-produced programs in the various Central and South American countries.

Shift in Emphasis

Latterly, according to Mr. Francisco, the emphasis has gradually shifted toward transcriptions and locally-produced programs, although a new agreement has just been concluded with CBS for cooperation with the Rockefeller Committee looking to wider dissemination via the CBS Latin American Network, of agreed-upon programs. NBC's Latin American network, also fed via shortwaves, for some months has been working in close cooperation with the Radio Division. Between them the two major American networks have more than 200 affiliated stations in Latin America.

The field force will comprise nine men, headed by Paul Kruming, formerly president of Export Advertising, New York agency, who has been transferred from the New York office of the OCIAA to Washington to direct the men who will shortly be dispatched to Central and South America. First to leave will be Francis McArdle, recently with the Brazilian section of the Radio Division in New York and formerly head of the Brazilian office of J. Walter Thompson Co. He will shortly leave for Rio de Janeiro.

Seven other field men selected, all of them with Latin American experience, will be sent to various posts within the next three months. They are: Cy Nathan, formerly a radio supervisor with Lord & Thomas, who was raised in Mexico; Frank Linder, formerly with the radio department of BBDO; Stuart Ayres, freelance writer who won a Rockefeller Foundation scholarship for his study of radio in Latin America; F. A. Rankin, recently with the Dept. of Agriculture; Herbert Cerwin, former newspaper and public relations counsel on the Pacific Coast, recently representing the Del Monte properties; John Wiggin, producer and writer formerly with NBC.

Two more field men remain to be selected, and they will be announced shortly. The task of the field men is to contact broadcast officials and station operators in the various countries to which they are assigned, and to make sure that American-produced transcriptions are carried, that NBC and CBS Latin American network shows are rebroadcast, and that proper publicity is given these shows. They will also scout for Latin American shows suitable for broadcasting in this country, and they will give aid to Latin American stations in the production of local shows.

Ogilvie on Tour

Preparatory to the full functioning of the field force, Mr. Francisco's chief assistant, John W. G. Ogilvie, left recently for an extended tour of South America. He will be gone another month. Sylvester L. (Pat) Weaver, former advertising manager of American Tobacco Co. who has been in charge of the Rockefeller Committee's New York office but who has been called up for Navy service, does not have to report for military duty until the end of September. Meanwhile, he is in California checking up Hollywood and San Francisco activities. His place as director of the New York radio office will be taken by William Hillpot, former program manager of the BLUE [BROADCASTING, Aug. 17].

Also now en route to South America, having left Aug. 26, are Coordinator Nelson A. Rockefeller, his News Division Chief, Francis Jamieson, and Gen. Dunham, chief of health and sanitation.

In placing greater emphasis on on-the-spot radio in the other Americas, the Rockefeller Committee is submitting scripts, prepared in its Radio Division, as well as transcriptions to the various Latin American stations equipped to put them into production. The field men will act essentially as combination liaison men, time-buyers and program scouts. Each man will be assigned one or more countries as his territory.

40 Programs Per Week

Already the Radio Division is interested, in a consultatory or supervisory capacity, in more than 40 programs a week broadcast from the United States to Latin America. This number is rapidly increasing and the programs cover a wide range from dramatics to news commentaries. Most of them are in Spanish, some in Portuguese, the latter largely for Brazilian distribution. Among the more elaborate dramatic programs are:

La Marcha del Tiempo (March of Time), a documentary treatment of outstanding personalities, localities or service branches in the week's war news, shortwaved via NBC facilities to some 36 stations in 10 Latin American countries.

Estamos En Guerra (This Is War), originally an adaptation of the Norman Corwin plays, now revised as a weekly dramatization of war news and carried over a CBS Latin American network.

La Epopeya del Nuevo Mundo, a program closely resembling *Cavalcade of America*, rebroadcast over 23 stations in Latin America.

Teatro Inter-Americana (Inter-American Theatre), based on the Arch Obler NBC series, shortwaved and rebroadcast by 23 stations.

In all cases, efforts are being made to build listening audiences through adequate advertising and publicity. Among the "personal" or interview-types of program[s] *Arsenals of Freedom*, a weekly [to] to important U. S. war plants; *Americana Todas*, a five-[a]-program in which famous people all the Americas are interviewed. The former is broadcast [on] CBS shortwave facilities and latter via NBC. Others of type include a *Sports Review*, [a] ling of American sports athletes from the other Americ[an] nations, and *Tribute to Heroes*, dramatization of American [he]in the battle areas.

News Comments

In the news commentary [field] the Radio Division's sole interest according to Mr. Francisco, is to get the widest distribution possible of acceptable, independent commentators. Among these are Rob[ert] Unanue, who does daily Argentine news broadcasts via CBS and additionally transmitted point-to-point to a network of 14 stations in Argentina, Uruguay and Bolivia; Alejandro Sux, whose three weekly news commentaries are carried via NBC shortwaves and rebroadcast over six stations; [Dr.] J. Barata, well-known Brazilian radio and newspaperman, heard on the *Brazilian Hour*, a Government program carried on 99 stations in Brazil; R. Magalhaes, correspondent of *A Noite* of Rio de Janeiro.

In addition to these regularly scheduled programs, the Radio Division special events supervises from three to five special programs weekly. Examples are reciprocal salute of Brazilian fliers in Rio and U. S. fliers at Mitchell Field, which were recorded, broadcast over MBS and then sent point-to-point to a Brazilian network, and the ceremonies attending Queen Wilhelmina's acceptance of the country's gift of a subchaser, also recorded and transmitted point-to-point to Latin America.

Two new series of transcribed programs were completed during August. The first released was *U. S. In Industry*, a dramatized program depicting America's war machine in high gear. The second was *El Canto de America* (The Song of America), a dramatic program in which the ardently democratic poems of Walt Whitman are done against a background of modern North American composers' work as played by symphonic orchestras.

These transcribed shows, high in entertainment value, are distributed by groups of persons friendly to Pan American solidarity. Each group places the programs with specified stations in the territory in which it resides.

Truth as Propaganda

In these programs, as in all other programs in which the Rockefeller Committee is interested, the main emphasis is on entertainment and information. As stated by Mr. Rockefeller: "The sole propaganda element is in the truth, told as well and as forcefully as possible."

The most ambitious of the trans-

(Continued on page 48)

BASEBALL TALK filled the room on this busman's holiday when the American Assn. of Baseball Broadcasters recently met in Kansas City for their annual convention, Harry McTigue, of WLOL, Minneapolis (seated, center) was elected president, succeeding Walt Lochman (right, standing) of KMBC, Kansas City. Others seated are Bert Wilson, WIBC, Indianapolis, and George Higgins, WTCN, St. Paul, standing, Roger Bacon, WTOL, Toledo, and Joe Hill, WCOL, Columbus.

THEY BUY...

when he sits down at the piano!

20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC
Basic Red

For six consecutive years Fred Jeske has been the biggest single factor in building ARPEAKO sales in Syracuse. This cheerful, talented radio man—Central New York's best-known, longest-known and most widely listened-to entertainer—started his Timekeeper Program way back in August, 1936. (It's a morning participating program with non-competitive sponsors.) Since then both he and the sales of Arpeako meat products have gone steadily onward and upward against constant lower-priced competition. Fred Jeske is typical of the high-grade, experienced cooperation you get from WSYR—proof that our extra care and extra effort *will sell your products better.*

"The Perfect Combination"—5000 Watts at 570 kc

WSYR SYRACUSE, N. Y. H. C. Wilder, Pres.

BASIC NBC RED NETWORK STATION

Average Salaries in Industry Again Show Increase in Year

Weekly Payroll of $1,138,249 Shown in FCC Data Covering 1941, With 23,666 Persons Employed

RADIO'S weekly payroll last year averaged $1,138,249, an increase of $121,883 over 1940, according to the FCC in its summary release last week of annual financial reports submitted by stations and networks. Average salaries increased during the year, the FCC found.

Establishing the week of Oct. 12, 1941, as a base period, three national networks, five regionals and 817 standard broadcast stations reported a total of 23,666 fulltime employes.

These figures represent an increase of $121,883 in the salary total and 2,020 in fulltime employes contrasted with the comparable period in 1940, the report states.

Average Pay Up

The eight broadcasting systems had 4,009 fulltime employes and the remainder were employed by individual stations. Exclusive of executive personnel, the average weekly wage paid by the national radio chains was $57.41—a reduction of 14c compared with the 1940 figures. Comparable salaries with the regional networks amounted to $48.39 or an increase of $6.81 over 1940 and average wages of $38.88 for individual station employes representing an increase of $1.13 over the previous year.

The average weekly wage for the 19,567 fulltime employes of the 817 stations was $45.15, an increase of $1.64 over 1940. Of this figure, 2,426 were in the executive class earning an average weekly wage of $89.46, an increase of $5.04 over 1940. The employe total below the rank of executive, was 17,141.

The report shows that major network executives earned an average weekly salary of $258.83, contrasted with $251.68 for 1940. Regional network executives advanced from an average check of $91.50 in 1940 to $137.57 in 1941.

Stations in the more densely populated regions, the survey reveals, employ more people per station than those in less densely populated regions. In this there is no change from 1940. The report cites the case of 18 clear channel unlimited time stations in the Northeast which employ 1,438 fulltime employes for an average of about 80 per station whereas 8 such clear channels in the Southeast employed 466 people, or an average of about 58 per station.

The same is true of 133 unlimited time stations in the Northeast which employ an average of 35 people per station whereas 162 unlimited time stations in the Southeast employ about 17 per station.

Clear-channel unlimited time employes in the Northeast receive an average check of $62.40 while the Southeast's average wage for this group was $39.38. Unlimited time stations in the Northeast pay their employes an average salary of $50.24 compared to $37.98 for the same time of station in the southeast.

The 1941 tabulations for fulltime employes of unlimited time stations follow:

Type of Employe	No. Stations	No. Employes Total	No. Employes Average No. Per Station	Compensation Total	Compensation Average Compensation Per Employe
CLEAR CHANNEL					
Executives	59	284	5	$ 39,897	$140.48
Other than Executives	59	3,924	66	200,633	51.13
Total—Clear Channel	59	4,208	71	$240,530	$ 57.16
REGIONAL					
Executives	251	965	4	$101,070	$104.75
Other than Executives	251	6,948	28	273,604	39.38
Total—Regional	251	7,913	32	$374,674	$ 47.35
LOCAL					
Executives	401	865	2	$ 52,568	$ 60.77
Other than Executives	401	4,445	11	123,346	27.75
Total—Local	401	5,310	13	$175,914	$ 33.13
ALL CLASSES					
Total for Executives	711	2,114	3	$193,535	$ 91.55
Total for all other than Executives	711	15,317	22	597,583	39.01
Total—All stations	711	17,431	25	$791,118	$ 45.39

Vichy Clamps Down

DEATH is now the penalty for persons caught operating secret radios in Vichy France, and life imprisonment at hard labor will be imposed on those possessing such equipment. Joseph Barthelemy, Justice minister in the cabinet of Pierre Laval, approved the law, fixing the penalties for using radio "contrary to the national interest." A time limit has been fixed to allow persons to declare or turn in equipment.

LARRY ELLIOTT, freelance announcer, has been signed by Universal News as narrator on a short film on the activities of the Canadian Patrol.

JOINING THE RANKS of talent participating in the *Fall Parade of Stars*, promotion campaign now being carried by a majority of NBC stations, Eddie Cantor presents Frank Mullen, NBC vice-president and general manager, with special recordings calling attention to coming fall shows. Cantor's records were made through cooperation of Bristol-Myers Co., sponsor, and Young and Rubicam, agency.

ARMY NOW USING 'GAS PIPE' UNITS

Experimenting With Low Power Transmitters Hooked Up With Camps' Power Lines

UNDER supervision of Martin Work, former radio consultant of the National Catholic Community Service, agency of the USO, now acting as a special radio consultant for the War Dept., a number of "wired radio" units have been set up in various Army camps for experimental purposes, it was learned last week

Equipment for a unit, it was said, consists of a low-powered transmitter which is hooked into power lines of the camp. Radiation is limited to within 200 or 300 yards and a frequency is selected which will not interfere with frequencies of stations in nearby towns. It was said no conversion of receivers is necessary under the setup. The units are now being used to deliver lectures as well as camp news and other information. In some cases the units are utilized for entertainment.

Mr. Work is now in California, Army officers said, where he is conducting further experiments with units at camps there. Upon his return to Washington, expected within the next two weeks, it was said final determination may be made to install units in all camps throughout the country.

Two Lever Shows

LEVER BROS., Cambridge, Mass., will use the full CBS network for the two half-hour shows scheduled to occupy the 9-10 p.m. period Wednesday Oct. 7 [BROADCASTING, July 13, Aug. 24]. Firm will start Bob Burns in *The Arkansas Traveler* in the first half-hour for Lifebuoy, and a show which may be titled *The Mayor of Our Town from* 9:30-10 p.m. for Rinso on all 114 CBS stations. Lever also signed for the full CBS network in resuming *Burns & Allen* for Swan Soap. Agency is Ruthrauff & Ryan, New York.

OWI Disc Series In Many Tongues

Special Labor Day Programs Are Recorded by Falk

FOUR TRANSCRIPTIONS in Spanish, Polish, Italian and German have been sent to about 15 foreign stations by the foreign language department of the Office of War Information, under direction of Lee Falk, for broadcast on Labor Day.

Titled *Free Labor Will Win*, the 15-minute transcriptions include speeches by many educational, civic and labor leaders and the OWI has recommended that stations arrange to have local labor leaders speak following the transcription to round out a half-hour program.

Speakers Selected

The Spanish version of *Free Labor Will Win* will include the following speakers: Sen. Chavez (D-N.M.); Maury Maverick, former Texas representative, now head of the Bureau of Government Requirements, WPB; Ernesto Galarza, chief of the Labor Division, Pan-American Union; and Dr. George Sanchez, of the U of Texas faculty.

Speaking in Polish will be: M. S. Szmczak, Board of Governors, Federal Reserve Board; Leo Krzycki, president of the American Labor Congress and vice-president of the Amalgated Clothing Workers of America (CIO); and Brig. Gen. Joseph E. Brazyski, Quartermaster Depot, Chicago.

Speaking in Italian will be: Mayor F. H. LaGuardia of New York; Luigi Antonini, vice-president of the International Ladies Garment Workers Union; Joseph Salerno, chairman of the Massachusetts State Industrial Union Council (CIO); and Dr. Guiseppe Borgese, of the U of Chicago faculty.

German speakers are: Ernest J. Kruetgen, Chicago postmaster; Walter Reuther, United Automobile Workers of America; William Schoenberg of the Cement, Lime and Gypsum Workers (AFL); and Otto Sattler, secretary of the Arbeiter Kranken-und-Sterbe-Kasse, German-American society.

Speeches will come under four headings: (1) the Atlantic Charter as applies to a better standard of living (2) free labor versus Axis slave labor (3) American labor's stake in the war (4) message to the working people of all United Nations.

Speech Guide

W. CABEL GREET, CBS speech consultant and professor at Barnard College, Columbia U, has prepared a guide book to pronouncing, *Recommended Pronunciations, Vol. I*. Volume containing more than 3,000 words and place names in the war news since last February, has been distributed to CBS announcers, newscasters and analysts.

XUM

Why Reid's Expiration Didn't Expire

Mr. Harry C. Welch, Advertising Manager of Reid's Ice Cream, discusses ice cream sales with WEAF newscaster, George Putnam.

PEDLAR & RYAN, INC., 250 PARK AVENUE, NEW YORK, N.Y.

PUTNAM: This mike is dead, Mr. Welch, so you can speak freely.

MR. WELCH: Well, when it's turned on and you're broadcasting for Reid's it sure does a job for us.

PUTNAM: Great stuff...but how do you know?

MR. WELCH: Dealer response. And comments from people in our own organization. I can't remember any radio program that's gotten a bigger hand.

PUTNAM: But sales...how about sales?

MR. WELCH: Well, you know what we're up against this year...flavors reduced, the mileage of our trucks cut 25% minimum, with no call backs and no special deliveries ...and yet, despite all that, sales have been very satisfactory.

PUTNAM: Say, government regulations have affected you, haven't they?

MR. WELCH: Sure they have. And that's one reason we're going to go right ahead with our three-day-a-week news program with you on WEAF. We know at a time like this advertising supports sales...and we've got to keep right on advertising to get 'em.

← Sales Despite Regulations

That radio can help you maintain your sales volume despite drastic regulation growing out of war needs is a fact worth knowing. Do you have problems arising from regulation *plus* a sales quota to make in the New York market? Call WEAF for a program suggestion . . . one that may help you meet that situation. Make it WEAF because . . .

50,000 WATTS
660 KILOCYCLES
NBC NETWORK

WEAF TALKS SALES IN NEW YORK

Washington Office Is Opened by BBC To Maintain Liaison With Government

WITH opening of a new branch office of the British Broadcasting Corp. in Washington last week, Capt. Sir Cecil Graves, director-general of the BBC, visited the capital for five days and conferred with officials on international radio problems. He granted no interviews and made no public speeches, asking to be excused because of the pressure of war duties, but on Aug. 28 he attended an off-the-record luncheon of Overseas Writers, Washington newspaper and radio correspondents who have served abroad.

Sir Cecil was accompanied by Lindsay Wellington, North American director of BBC, who is directing head of the new Washington office, though he maintains headquarters in New York. Resident manager of the office, located at 1150 Connecticut Ave. NW, is Annette Ebsen, for six years with the BBC's New York offices.

Capital Liaison

A graduate of Sandhurst, Britain's West Point, Capt. Graves joined the Royal Scots in 1911 and served with the BEF in France at the outbreak of World War I in 1914. He was taken prisoner in an early engagement. He served with the Intelligence Branch of the War Office from 1919 to 1925 after which he joined BBC. Becoming its assistant director of programs in 1929, he rose to director of the Empire Service, founding and developing BBC's world-wide short-wave service. He was deputy director general from April, 1938, until appointed joint director general last January.

The Washington office of BBC will maintain liaison with Government agencies dealing with radio, particularly the Office of War Information which has just established a London office dealing largely with radio matters. Considerable material is beamed daily to England for rebroadcast over BBC and its Empire Service, most of it transcribed on the other end for suitable timing. A large staff is maintained in New York under Mr. Wellington.

BBC has lined up its London news commentators in a regular six-weekly series aired 8-8:15 p.m. with repeat at 12:15 a.m. Now heard on consecutive days, starting Sunday are: L. W. Brockington; George Gibson, former president, Trades Union Council in Great Britain; Vernon Bartlett, M.P. alternating with Frederick Kuh, war correspondent; William Holt, journalist; MacDonald Hastings, editor, *Picture Post;* and Stanley Maxted.

Studio Notes

PRESENTATION of the Army & Navy "E" award to the Eastman Kodak Co., Rochester, was the occasion of a special broadcast by WHAM, Rochester. In addition to formal presentation ceremonies, entertainment consisted of Eddie Cantor, m.c., and a program highlighted by Olsen & Johnson and Co., Helen Hayes, the Southernaires, Vincent Lopez and his orchestra, Wynne Murray, Joe Beser, Milton Charleston and Cantor's stooge, "Guffy".

WWNY, Waterbury, N. Y., broadcast Northern New York's Gouverneur-St.Lawrence County Fair carrying a variety of programs for five days. Betty Barton, women's program director. Jack Case, sports commentator, Fred Shavor, announcer, and Jean Cos combined to handle the programs.

KDAL, Duluth, is now presenting Chief Petty Officer Ben Brady, former General Motors promotion man, in a 15-minute commentary, Saturdays. Brady airs stories, facts and figures about the Navy in promoting enlistments. To further assist the Navy, KDAL recently converted one of its studios into a recruiting station and reports recruiting around Duluth has increased 70%, attributing a great part to the *Brady of the Navy* series.

WBBM, Chicago, has started a sidewalk puppet show twice a week for noonday crowds on Michigan Ave. to promote War Bond and Stamp sales. WBBM page girls attend sales windows in the station's sidewalk newsroom and circulate through the crowds watching the show, selling corsages and boutonnieres of War Stamps.

War Cuts Schedule

AS A MEASURE of wartime power and equipment conservation, CHNS, Halifax, N. S., on Aug. 24 curtailed its daily operating schedule to 7:45 a.m.-11:15 p.m. Maj. William C. Borrett, manager, took paid space in the local newspapers to announce the change, and added that only on occasions of programs for the national war effort will the schedule be extended.

INAUGURATING a policy of international exchange of features of the "NBC Inter-American University of the Air", CBC will produce a program in the *Lands of the Free* series Aug. 31 under the title *Dominion Status.* Heretofore the University of the Air historical plays have been produced in NBC's New York studios. The Aug. 31 broadcast is the first of five to be devoted to Canada [BROADCASTING, July 6, 1942].

WOWO-WGL, Fort Wayne, Ind., is meeting the actor shortage by training a class of 30 in the rudiments of radio drama. With Clair Weidenaar, WOWO production manager in charge, classes are held for an hour and a half each Wednesday night. Mr. Weidnaar believes that in two months, WOWO will have a promising new crop for its stock company.

WWNY, Watertown, N. Y., broadcast a round table discussion of recent maneuvers at Pine Camp, N. Y., where West Point cadets were given a rough field drill. Army officials and newsmen and photographers covering the event participated.

WGN, Chicago, has broadcast ... Jan. 1 a total of 307 programs ... 767 announcements devoted ... ly to selling War Bonds and Stamps. A number of *Bond Wagon* programs have been broadcast on WGN ... booths in Chicago's loop where ... rities appear to sell bonds. The ... tion plans to start remote broadcasts from outlying shopping areas ... suburbs where WGN talent will ... pear on special War Savings shows.

WOWO-WGL, Fort Wayne, Ind., is building new offices for Tom W... er, farm director and chief of ... promotion department and music ... brary. Work on the station's ... studios and control rooms on ... third floor is progressing.

THROUGH the efforts of WPAT, Paterson, N. J., workers in all ... plants of the Wright Aircraft Co... in the Paterson area were able ... participate in the Army-Navy ... ceremony last Tuesday. The pro... gram, presented from the yard ... Plant 1 in Paterson, was heard ... workers in the other plants so ... they could award the "E" pennant ... simultaneously at each plant, all ... ing received it for excellence of ... duction. Steve Ellis, WPAT special events announcer, was m.c.

WJJD, Chicago, and WIND, Gary, have 100% enrollment of their ... staff members in the Ten Per Cent Club for purchase of War Bonds through payroll allotment.

WSB, Atlanta, Ga., is promoting *Victory Bank*, a project which urges Georgia farmers and landowners to select and work their most eroded corner of land as an asset dedicated to Victory. First suggested on the *Farm Hour* by Bill Prance, station director, the project has been warmly received, and station officials believe state civic organizations, and federal and state soil conservation agencies will cooperate.

WKBH, La Crosse, Wis., recently staged an Army-Navy night to help raise funds for the local Blackhawk Baseball Team. Nearby camps dispatched equipment and bombers to Copeland Park, scene of the event. Oath of allegiance was administered to new service recruits during the broadcast.

CFCF, Montreal, reports that of a pre-war male staff of 21 persons, the station is now represented with six members in the Royal Canadian Air Force, one in the Royal Canadian Navy, two in the Army, and two with the Ferry Command.

KOA, Denver, has contracted to carry exclusive broadcasts of all home games of the U of Colorado. Bill Welsh will announce.

SHORTAGE of radio technicians has forced KMED, Medford, Ore., to discontinue live broadcasts on Sunday.

CONTRACT SETTING for 52-week signing of the Regal Dividend Club over WCKY, Cincinnati. Signing is William F. Holland, president of the Cincinnati agency bearing his name, with L. B. Wilson (center), president and general manager of WCKY, and George Moore (l), station account executive as spectators.

WLAC

NASHVILLE, TENNESSEE

NOW OPERATING WITH

50,000 WATTS

COLUMBIA'S NASHVILLE OUTLET ★ U P NEWS

J. T. WARD, OWNER - - F. C. SOWELL, MANAGER

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Sigma Delta Chi Opens '42 Award Nominations

NOMINATIONS for 1942 Sigma Delta Chi Awards are now being received for work done by Americans during the period of July 1, 1941 and June 30, 1942. Awards cover the following fields—Radio newswriting, general reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, research in journalism and courage in journalism.

Radio's award last year went to Cecil Brown, CBS news commentator, who recently replaced Elmer Davis when the latter became OWI chief. Nominations close Sept. 1, 1942 and all nominations and accompanying material must be sent to Professional Awards Committee, Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago.

NAB last week mailed out a folder entitled "Petrillo and the Press", including reprints of 29 editorial comments on the recent edicts of the AFM president.

WEAF SILENCED TWO HOURS

NBC New York Key, and WGBB, Freeport, L. I. Forced Off The Air By Power Supply Failure

WEAF, NBC's key station in New York, was off the air for nearly two hours last Tuesday because of a failure in the Long Island Lighting Co.'s power supply to the station's transmitter at Port Washington, Long Island, a breakdown which also deprived Suffolk County and most of Nassau County of electricity from about 11 a.m. until early afternoon, when service was restored through a switch to the Far Rockaway plant of the Queensborough Gas & Electric Co.

Off Again, On Again

WGBB, Freeport, L. I., was also forced off the air by the power break, which the electric company attributed to trouble at its Glenwood Landing plant, where workmen are establishing additional circuits. Radios and electric appliances in homes throughout the two counties stopped operating and many factories in the affected area, including a number of war manufacturing plants, were brought to a standstill by lack of power

First trouble at WEAF occurred at 10:42 a.m., when the power faded out, leaving the station silent until 10:48. A few minutes later the incident was repeated, putting WEAF off the air from 10:53 until 10:58. The final power failure silenced WEAF at 11:02, keeping the station out of service until 12:45 p.m. The rest of the NBC network was not affected.

Commercial programs on WEAF which were affected by the interruption of power included five work serials, a local news prog and a time signal. The time sig sponsored by Gruen Watch Co. 12:30 p.m., will be replaced, WE reported, and the station will bate approximately $1475 less counts to the other advertis Programs affected include: last few minutes of *Helpm* sponsored by Cudahy Packing for Old Dutch Cleanser, 10: 10:45 a.m; four Procter & Co. shows, on the network 10:45 to 11:45, as follows, *Journey* for Dreft, *Road of* for Duz, *Vic and Sade* for Cr *Against the Storm* for Ivory *David Harum*, sponsored by Babbitt Inc. for Bab-O, 11:45 to noon, and Don Goddard's cast on WEAF only, 12-12:15 p.m. sponsored by C. F Mueller Co.

Sole amusing aspect of break, to everyone except Mr. Goddard, occurred when this news nouncer rushed into the stu shortly before noon, grabbed script and did his quarter-hou to a dead mike, his co-worke carefully neglecting to inform of the fact that the station w off the air until he had complete his final commercial and signed

'Gildersleeve' Returns

KRAFT CHEESE Co., Chicag (Parkay Margarine), through Needham, Louis & Brorby, thi city, after an eight-week summe hiatus, on Aug. 30 resumed *Great Gildersleeve* on 64 NBC sta tions, Sunday, 6:30-7 p.m. (EWT) with West Coast repeat 8-8:30 p.m. (PWT). Hal Peary continues to b starred in the title role. Supporting cast includes Lurene Tuttl Walter Tetley, Earle Ross and Lillian Randolph. Billy Mills is musical director, with John F. Wheele writing the show. Cecil Underwood is agency producer.

ALL-GIRL ORCHESTRA, feature of the *Hour of Charm* on NBC under th direction of Phil Spitalny, will tak part in the filming of a Universal pic ture titled "When Johnny Comes Marching Home" and will move from New York to Hollywood for four Sep tember broadcasts during production of the movie. Show is sponsored by Ge eral Electric Co., Cleveland for G-E lamps, and handled by BBDO, Cleve land.

'WAY OUT IN FRONT!

WOAI scored 110 "firsts" out of 119 quarter and half hour programs surveyed in San Antonio by C. E. Hooper, Inc. during the Winter-Spring period (December, 1941, through April, 1942). That's mighty close to 100 per cent listener preference in a five-station field!

Yes, WOAI is "'way out in front" when it comes to reaching most of the folks in Central and South Texas. It's the station you can depend on to do your selling down here—effectively and economically.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WSGN AND Alabama

Synonymous . . . with 23,000 retail stores within its 1 Mv m (d) line; Birmingham station "B," 17,000; "C," 11,000.

610 Kc.

BIRMINGHAM

Headley-Reed Company, Reps

BLUE NETWORK and Mutual

Kettler Is Named WMMN Manager

Haid Appointed to Direct WHIZ, Kerns Sales Chief

APPOINTMENT of Stanton (Pete) Kettler as managing director of WMMN, Fairmont, W. Va., was announced last week by George B. Storer, president of the Fort Industry Co.

Mr. Kettler

Mr. Kettler, who has been managing director of WHIZ, Zanesville, O., another Fort Industry station, succeeds Jay Kelchner, who resigned to take over management of WIBC, Indianapolis. Mr. Kettler, prior to his appointment at WHIZ, for three years was a member of the commercial staff of WWVA, Wheeling, and is familiar with the West Virginia market.

Haid Heads WHIZ

Mr. Storer also announced appointment of Allen Haid as general manager of the Zanesville station and J. Robert Kerns as commercial manager. Mr. Haid was elevated from program director after three years with the station. Prior to that he was a member of the WWVA production staff. Mr. Kerns has been on the commercial staff of WHIZ for the last three years.

Fort Industry stations in addition to WWVA, WMMN and WHIZ are WSPD, Toledo; WAGA, Atlanta, and WLOK, Lima.

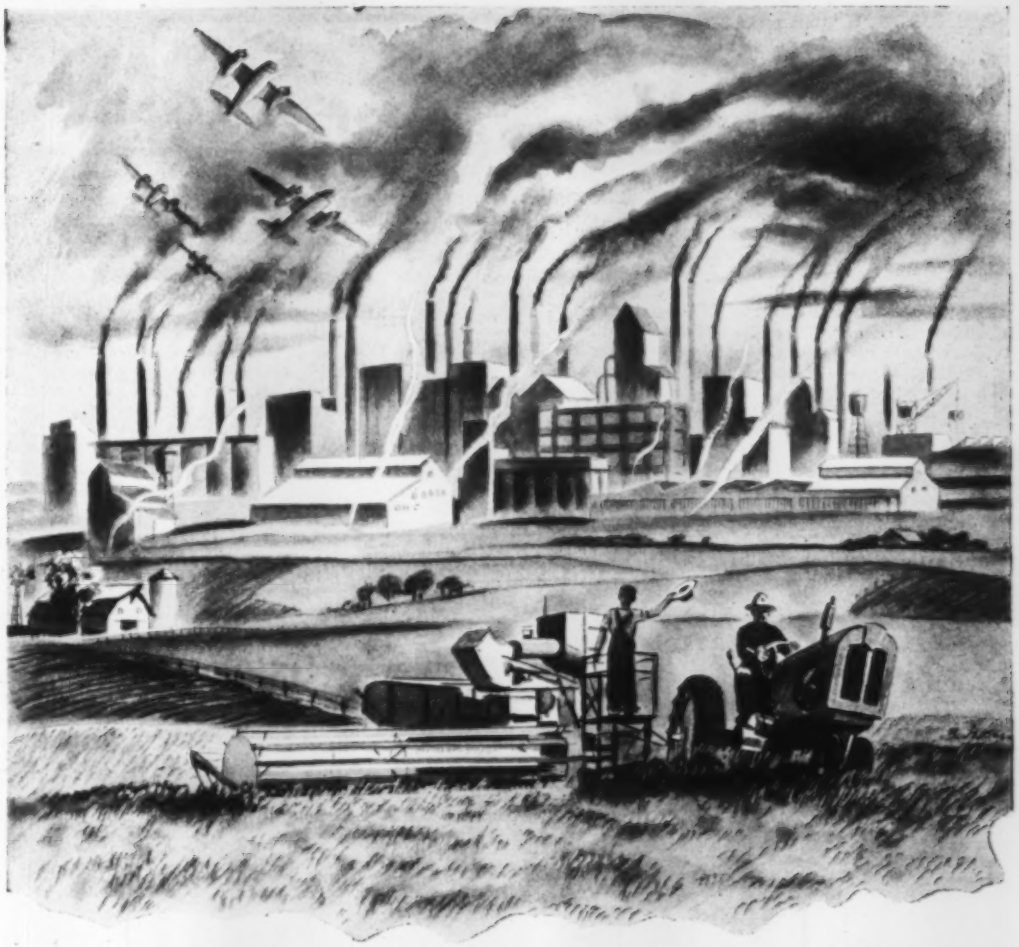
Tokar New 'Henry'

NORMAN TOKAR, formerly heard on the *Aldrich Family* as "Willie" has succeeded Ezra Stone as "Henry" on the NBC show sponsored by General Foods (Postum). Stone, now an Army sergeant, was withdrawn from the show following the War Department ruling that radio performers would have to forego their private radio contracts and devote their time to soldiering, once inducted by selective service [BROADCASTING, Aug. 17]. Tokar was at one time Stone's understudy in a Broadway production. Young & Rubicam, New York, is the agency.

Sheaffer News

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Sept. 20 starts sponsoring the weekly quarter-hour commentary *World News Parade*, with Upton Close on 125 NBC stations, Sunday, 3:15-3:30 p.m. (EWT). Contract is for 52 weeks. Russel M. Seeds, Chicago, has the account.

NEW FACES at CKBI, Prince Albert, Sask., include Margaret Herron, formerly of CFAC, Calgary, in the traffic department; Earl Ferguson, transferred from the program department to continuity; Wilfred Smith, added to the announcing staff; and Martha Keesey, formerly of CKPR, Fort William, in continuity.



There's *Smoke* Over the Prairies *Now!*

There's smoke over the prairies, now---and it's not from the burning of buffalo grass! The rich farming lands of Western Iowa, Eastern Nebraska and bordering states, producing more "Food for Freedom" than ever before, are now dotted with tremendous industrial plants, many of which are here to stay.

WOW-LAND industrial workers are receiving *unprecedented high wages*. WOW-LAND farmers are now enjoying bumper crops, at *ceilingless* prices. Here is a market in which to invest advertising dollars for a quick return. Here is a market more than ever worth breaking into and staying in. You can DOMINATE it, using WOW ALONE!

WOW-LAND

WOW-LAND is our name for the 276 rich counties within a radius of 150 miles from Omaha, covered adequately by WOW at a cost less than any combination of stations.

The Only NBC Station in Nebraska

590 Kilocycles
5000 Watts-Day and Night

RADIO STATION WOW ★ Omaha ★

JOHN BLAIR CO., Representatives

John J. Gillin, Jr., Gen'l Manager ★ Owned and Operated by the Woodmen of the World Life Insurance Society

Purely PROGRAMS

TO INCREASE understanding between the people of China and the United States, NBC Radio Recording Division is transcribing plays written by Pearl S. Buck, author, and translated into Chinese, by the OWI for shortwaving to China via KGEI, Belmont, Cal., General Electric station. Chinese students in this country enact the plays, which are to be eight in number, bearing the overall title *America Speaks to China.*

* * *

Health Toast

HEALTH in wartime is the subject of *A Toast to Your Health,* new public service feature presented on WTAG, Worcester, Mass., under auspices of the Worcester Health Dept., with Dr. Vlado A. Getting, city health commissioner, as m.c. Seeking to inform the public about food, sanitation and dental hygiene, the program features interviews, commentary and round table discussions with health inspectors, home economists and nutritionists.

Production

PROBLEMS of wartime production are treated in a new Canadian Broadcasting Corp weekly series *Step It Up.* Such topics as absenteeism, women in industry, nursery schools, trade schools, labor hoarding, and other topics are discussed in the quarter-hour broadcasts by Tom W. Tweed.

* * *

Cadet Questions

TO PROMOTE interest in the Army Air Forces, WLAC, Nashville, is currently presenting *Stump the Cadet,* featuring air cadets who participate in the program. With Army approval, broadcast lines were established "somewhere" on the grounds of the camp outside Nashville.

Meet Johnny Doughboy

SALUTE to individual employees in the armed services is broadcast by the Meek Lumber Co. on *Lumberjacks,* tri-weekly program on KWTO-KGBX, Springfield, Mo. Program consists of minute biographies of the men, descriptions of their part in the war effort, and assurances that their jobs await them. Families of men saluted are notified in advance, and after the salute, the former employe's favorite tune is played.

* * *

Buyers of the Day

VICTORY FIRST, a nightly broadcast which names local War Bond purchasers that day, has been inaugurated on KOY, Phoenix.

Democracy Teacher

DESIGNED for the Americ... family in wartime, *The School... for Democracy* makes its debut ... BLUE this week as a regular ... of the *Little Blue Playhouse* broa... casts for children. Principles ... democracy will be taught, as ... as the usual classroom materi... through the original songs, to ... contributed by famous songwrite... Vincent Price, Broadway star, w... m.c. the shows as the "sch... teacher".

* * *

Soldier Salute

SALUTE to an American City ... featured on *Fort Bragg Cavalcade,* the post's weekly half-hour recorded show on WPTF, Raleigh. Produced by Corp. Peter Witt, th... show uses talent from the city ... luted. Discs are aired by WPTF ... and sent to the leading radio sta... tion in the "guest" city. Names ... participating soldiers are includ... so the local station may inform ... relatives of the scheduled broad... cast.

* * *

Two Voices

A DOUBLE VOICED news com... mentary series has been started ... KQW, San Francisco, being pre... sented five time weekly at 11:... a.m. The show is presented by Ben ... Pryor, CBS special events director ... in San Francisco and Carroll Han... sen, manager of the KQW news bu... reau. It is an informal discussion ... of the news of the day conversa... tionally presented.

* * *

Spook Stuff

WEIRD TALES of the occult and ... the supernatural are told in dra... matic form in a series on WOR, ... New York, titled *Dark Destiny.* ... Stories are based on the premise ... that "There are lives foredoomed ... from the beginning. There are ... souls born beneath dark stars who ... must travel by strange and terri... ble roads to meet their destinies."

* * *

Aid for Aspirants

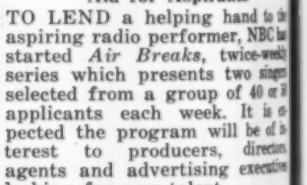
TO LEND a helping hand to the ... aspiring radio performer, NBC has ... started *Air Breaks,* twice-weekly ... series which presents two singers ... selected from a group of 40 or 50 ... applicants each week. It is ex... pected the program will be of in... terest to producers, directors, ... agents and advertising executives ... looking for new talent.

The ears of 678,400 farm homes in Kansas and adjoining states listen regularly to WIBW. It's their station . . . speaking their language . . . singing their songs. The result is a listener loyalty and whole-hearted response that amazes first-time users of WIBW.

Surrounding these homes are bumper fields of corn—worth $69,815,200 according to U. S. estimates. Added to an already swollen farm income, this will put WIBW listeners among America's top-flight spenders during the coming months.

We have the ear of these listeners. They ACT on our recommendations. That's why WIBW gets faster, lower-cost RESULTS!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO



THE 10 TOP-RATED daytime serial programs in Denver (Hooper ratings)—all on KOA! Such overwhelming audience leadership *proves it pays* to have your say on KOA!

KOA 50,000 WATTS FIRST IN DENVER
Represented nationally by

First Nighters

RETURNING to WMCA, New York, with their reviews of Broadway first night performances, Ethel and Julius Colby, drama critics, have added a new feature, consisting of additional programs devoted to reviews of motion pictures premiering on Broadway. Entitled *Mr. and Mrs. Go to the Theater*, the broadcasts will present the Colbys each night they have attended a first night performance in either legitimate stage or movie theater.

* * *

War Exchange

TO AVOID war waste of usable articles, CHML, Hamilton, Ont., has started *Let's Swap* twice-weekly. The program invites listeners to send in lists of articles they wish to trade, the list is reviewed on the air, and interested listeners are told where to apply for swaps. One day is reserved for urban commodities, another for rural articles.

* * *

Music for Children

MUSIC especially for children is heard on *Music & the Child*, new Tuesday morning educational series on WFAS, White Plains, N. Y. Leon Bloom, pianist, and former CBS conductor in Chicago directs the program with the theory that appreciation of wholesome music may be inculcated in children at an early age.

* * *

Streamliner

UTILIZING a train atmosphere, *War Worker's Streamliner*, is a new program of streamlined news sports, and music especially designed for war-workers, heard four-times weekly on WGL, Fort Wayne, Ind. Action occurs on an imaginary railroad train, with appropriate sound effects, and with Mary Conn acting as conductor.

LEA'S REFLECTION DECLARED CERTAIN

WINNING both the Democratic and Republican nominations, Rep. Clarence F. Lea, chairman of the House Interstate & Foreign Commerce Committee, charged with radio legislation, is assured of re-election next November as Congressman from the 1st California District. He has served continuously since 1919 and a dozen times has been the nominee of both parties, though he is a registered Democrat.

With the House in quasi-recess, no steps have been taken toward appointment of a subcommittee to rewrite the Sanders Bill (HR-5497), hearings on which were concluded July 2. According to House attaches, there is little likelihood of action prior to Sept. 15, when the House formally reconvenes.

It has been indicated that a five-man subcommittee would be named to rewrite the measure, in the hope of getting legislation through at this session. The bill would revamp the FCC, setting up separate autonomous divisions, one handling broadcasting and related services and the other common carrier pursuits. It also would limit FCC functions in certain fields and revise appellate and other legal procedures.

NEWS MAKES SALES HEADLINES

Chicago Clothier Expands Business Through Appeal Slanted to War Workers

By MILTON LEWIS

President, William A. Lewis Clothing Co., Chicago

DUBIOUS whether a store such as ours, located out of the downtown Chicago buying area could support a quarter-hour broadcast five days a week, we were naturally skeptical. Our only previous radio promotion had been foreign language broadcasts some years back. Frankly, we were more than backward, a little over two months ago when Ed Gourfain of the Gourfain-Cobb Adv. Agency, suggested sponsorship of *Breaking The News*, a quarter-hour news broadcast every weekday at 6-6:15 p.m. on WAIT, Chicago.

The program is aggressively merchandised through labor union channels. Once a week, a war worker, selected by ballot in his shop or trade union, appears on the program and tells what his company is doing in war production, within the limits of censorship. Announcement of each guest's appearance is publicized in bulletins to the city's various unions.

Human Angles

Louis (Studs) Turkel, a network radio actor and attorney, writes and announces the program. He elaborates on the outstanding news items of the day in a style punctuated with slang for color and with emphasis on human interest angles.

When we first sponsored the program the agency wrote letters to every union in Chicago announcing the start of a program prepared specifically for working people, keeping in mind their preferences and interests, and presenting outstanding union workers. Commendatory letters poured in from the unions and their members.

Actual sales appeal of the program has been tested on two occasions. The first, a sale of summer dresses and zipper housecoats, was only advertised on the air and on but two programs preceding the date of the sale. In the next three evenings over 2,200 units of this merchandise were sold in purchases directly linked to the radio announcements. The second test was a successful June sale of fall coats, long before regular August coat sales.

For years we have advertised as "the store that brings Michigan Avenue to Chicago's South Side." But since the program has been on the air it seems that thousands of Chicago war workers from all over the city have come to us for their clothing needs. Although the program has been on the air, a little more than two months, we have gained our largest business volume for any comparable period in the firm's history.

ANOTHER WMMN RECORD

WMMN (MM-More Mail) in Fairmont, W. Va., is still setting sales records, with the able assistance of the postman. In one day, WMMN sold 51,000 razor blades, representing 510 individual orders (cash in the envelope). And this sort of thing has been going on for years. WMMN's listeners are "repeat" customers because they've learned to respect the advertisers on their favorite radio stations, and to have faith in the advertising messages they hear.

WMMN FAIRMONT W VA

"THE VOICE OF THE MONONGAHELA VALLEY"

Member CBS . . . Blair Represents Us Nationally

LUDENS CAMPAIGN ON 116 STATIONS

LUDENS Inc., Reading, Pa., in a 26-week fall and winter campaign for Ludens Cough Drops scheduled to start Sept. 15 [BROADCASTING, June 22] will use spot announcements on the following 116 stations, with more to be added shortly. Agency is J. M. Mathes Inc., New York. The list:

WOKO WICC WTIC WJAR WGY WTAG WDEL WGBI KGGM KVSF KTAR KVOA KYUM KGLU KIDO KTSM KARM PFI KQW KPO KROW KFBK KIRO KFPY KDKA WBKN WNBF WBEN WHAM WSYR WIBX WJDX WWL KWKH WTMJ WRDW WSB WAPI WJAX WQAM WALA WSFA WDBO WTOC WDAE WJNO WJZ WOR WENR WBBM WWNC WTMA WBT WIS WDNC WFBC WBIG WPTF WDBJ WRVA WSJS WHP KFYR WIBW KFH KGNC WFAA WBAP KLRA WKY KVOO KTRH WOAI KDAL WDAY WCCO WNAX WMT WOC WHO KMBC WOW WCAO WADC WLW WCKY WTAM WBNS WHIO WJR WSPD WREL KLV WISH WMBD KMOX WRDO WLBZ WEEI WBZ WBZA KGHL KDYL KGIR WOPI WCHS WDOD WKPT WNOX WHAS WCAX WGAN WBAL WJSV WRC WSM.

RADIO SELLS SOME MEDICINE

Use of Local Outlet Brings Enormous Sales For 'Old Judge' in Carolina

EDITOR, BROADCASTING.

My radio experience has been so successful that it has been suggested that I write you concerning this set-up.

Eighteen months ago I came to WHKY, a little 250-watter here, with $21 and enough merchandise to bring me $72 at retail prices. W. T. Hix, manager of WHKY, listened to an audition and believed the program would entertain and sell. Today marks my 541st daily 15-minute spot on this station. During this time I have sold 50,000 one-dollar bottles of medicine.

Now here is the unusual part of the story. I personally manufacture, sell and deliver my products to jobbers and retailers within this station's limited coverage. 92% of the retail stores in the territory and 100% of the jobbers sell it. I have no salesmen and they have never been "drummed."

Forty years as a commercial salesman I have heard the old cry, create the demand and we'll stock your merchandise. Out of these sales I have made 32 refunds of one dollar each, because I religiously back my guarantee.

As the program, I suppose you would call it inspirational, under the name of *Through Peaceful Valley With the Old Judge*. This is homespun philosophy and poems of my own composition, with transcribed music in the background.

Before Sept. 1, WHKY becomes a 5,000-watt station on 1290 ... I am growing with the station, ... tracting for three 15-minute ... daily Monday through Satu...

FRANK HAITHCOX,
(The Old Judge)
Mountain Herb Products ...
Hickory, N. C., Aug. 12.

HOUSEWIFE LEAGU... BEGUN IN CHICA...

CHICAGO VERSION of the hi... ly successful West Coast par... pating program the *House... Protective League*, originated ... years ago on KNX, Hollywood, ... Fletcher Wiley, owner of the ... gram, started Aug. 24 on WB... Chicago, on a sustaining ba... while a local "League" of ... housewife-listeners is selected ... test products of potential spon...

Paul Gibson, who formerly ... ducted the program in San Fra... cisco, is m.c. of both morning ... afternoon editions of the progra... *Sunrise Salute*, 6-6:55 a.m., Mo... day through Friday and 9-10 a.... Saturdays, and the *House... Protective League*, half hour Mo... day through Friday. The ... morning program consists of cl... cal recordings and comments ... news of interest to war worke... and the afternoon program is ... half-hour of informal talk on to... of interest to homemakers.

Advertising will be handled ... the same basis as the original pro... gram, with ad-lib commercials ... corporating sales copy sugges... by consumers in the testing pa... or "League".

WHEN WAR WORKERS CAN LISTEN, THE STATION IS WGY

IN the morning on the way to work, at lunch time; in the evening, or during lunch on the Graveyard Shift—these are the times when the thousands of war workers in the WGY area have an opportunity to turn on their radios.

At these hours when war workers can listen, they tune to WGY. That is the outstanding fact uncovered by recent surveys made for WGY by the General Electric Market Research Department.

Between 6:30 and 7 a.m. 38 per cent of this area's radio owners are listening while they eat breakfast or drive to work. Three out of four are tuned to WGY.

During the noon hour WGY has more listeners in this region than all other stations combined.

In the evening, when the big network shows are competing for attention, WGY broadcasts those popular NBC Red programs. WGY is the only NBC Red outlet within 90 miles of Schenectady.

At lunch on the Graveyard Shift, sometime between midnight and 7 a.m., workers turn to WGY for a few moments of relaxation. WGY is the only station in this region to offer all-night service. Night workers in 32 states and the District of Columbia have written to thank us for this service.

TO REACH THIS REGION'S WAR WORKERS, USE WGY

★ It's the area's only 50,000-watt station

★ It has the area's lowest frequency

★ It has the area's longest record of service.

WGY-758

W G Y
GENERAL ELECTRIC
Represented Nationally by NBC Spot Sales Offices

Union Buys Time

WESTERN Conference of Tea... ters, Los Angeles (labor uni... after a one-time test broadcast, ... Aug. 24 started for 13 weeks spo... soring a weekly half-hour drama... show with the working title, *Co... tain America*, on 33 Don Le... Mutual and 3 Arizona network st... tions (KOY KTUC KSUN), Mo... day 6:30-7 p.m. (PWT). Series ... was preceded by a "prologue" show ... on July 27 during which $100 War ... Bonds were offered as prizes for ... best names submitted for the se... ies. Winning title and names of ... two persons receiving the awards ... will be announced on the Sept. 7 ... broadcast. Program is produced by ... Eddie Robinson with Earle Hall as ... script writer. Felix Mills' orchestra ... provides musical background for ... the dramatization. Clarence B. ... Juneau Agencies, Los Angeles, has ... the account.

CKWS Opens Sept. 1

CKWS, new station of the North... ern Broadcasting Co. at Kingston, ... Ont., is scheduled to open Sept. 1, ... with Jack Davidson, formerly of ... CHEX, Peterboro, Ont. as man... ager. Harold Burley of CKVD, ... Val D'Or, Que., Roy Hoffstetter of ... CKGB, Timmins, Ont., and Hugh ... Gage, of CKSO, Sudbury, Ont. are ... salesmen. Bill Reid, of CKRN, ... Rouyn, Que., Bruce Tremeer, ... CKGB, Orville Stone, CFCH, ... North Bay, Ont., Harry McLay and ... Charles Miller, are announcers; ... Jerry Kelly and Marvin Stroh of ... CKGB, engineers; and Anne Wils... of CKGB, traffic manager.

RADIO'S OWN war aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.

2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.

3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system's social and economic integrity.

Today, nothing else matters.

—An Editorial in BROADCASTING, August 10

BROADCASTING

Timetable of progress

1924	200 Watts	First Chicago Broadcast of WBBM
1925	1,500 Watts	Early Remote Control Broadcasts Guy Lombardo, Ben Bernie Coon-Sanders Night Hawks introduced to millions
1926	5,000 Watts	
1928	10,000 Watts	CBS Affiliate WBBM Air Theatre inaugurated
1929	25,000 Watts	Exclusive CBS Chicago Outlet
1935	50,000 Watts	Super Power for WBBM to blanket one of America's largest markets
1936	50,000 Watts	New Wrigley Building Studios
1942	50,000 Watts	Westinghouse 50 HG Transmitter selected for simplified low cost operation

XUM

s for Chicago's WBBM

ITS LEADERSHIP BUILT ON NEW IDEAS, WBBM NATURALLY CHOOSES THE . . . *WESTINGHOUSE 50 HG TRANSMITTER*

WBBM's timetable of progress speaks for itself. Always alert to new ideas, and quick to capitalize on them, this key station has built an ever-growing audience in one of America's largest markets.

This alertness to the latest developments in radio service and equipment naturally entered into WBBM's choice of a new transmitter. And it is significant that the choice was a Westinghouse 50 HG.

For this set revolutionized transmitter design. Into it went the knowledge acquired through 20 years of actual station operating experience. Result: savings in power, simplified operation, elimination of fuses, air-cooled tubes throughout, surge-proof metal rectifiers—all pointing to the low operating cost and reduced maintenance so vital today.

That's why you'll find Westinghouse 50 HG Transmitters serving key stations from coast to coast: WBAL, Baltimore; WKBW, Buffalo; WBZ, Boston; WPTF, Raleigh; KDKA, Pittsburgh; KXEL, Waterloo . . . and now WBBM.

Keep an eye on these stations, as radio faces the exacting responsibilities of wartime operation.

J-08046

Westinghouse

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Henderson's Ruling

SINCE the war's onset advertising folk have been jittery. Despite verbal assurances from Government officials that advertising would not be molested in the new wartime economy, advertisers, agencies and media have at times been looking under beds.

Up to now there hasn't been much in the way of tangible evidence either way. Meanwhile, advertising volume in practically all media has been as good as or better than in the immediate pre-war period. As far as the letup in pressure upon advertising is concerned, some attribute it to the influx of experienced advertising, media and business men in responsible Government agencies.

But the advertising fraternity still was disposed to look at the overall picture with no little trepidation. They viewed with particular concern the Office of Price Administration and the Internal Revenue Bureau. OPA might cut advertising revenues by manipulating its regulations and schedules. Internal Revenue might rule that advertising expenditures are not deductible in a wartime economy as "ordinary and necessary".

The other day (as reported in this issue) Leon Henderson, OPA chief, did something really tangible and definite. He established a precedent in an actual price adjustment case. He ruled that "normal advertising expenditures" will be regarded as costs in all investigations dealing with price adjustments. Mr. Henderson acted on all fours with his promises to industry in the first test that came up.

Chairman Fulmer (D.-S.C.) of the House Agriculture Committee, had written the OPA chief alleging that soap companies were forcing OPA to roll back prices of ingredients "so that they would be able to continue to make their usual large profits, which would enable them not only in peacetime but during this great emergency * * * to advertise in the press, over the radio, and by other methods * * *."

Mr. Henderson answered, "In line with our previously announced policy, normal advertising layouts were considered as costs in this investigation. Any other policy with respect to advertising might well result in the destruction of the entire advertising industry, an end that is beyond either the authority or inclination of this Office."

Mr. Henderson did assert, however, that extraordinary expenditures for promotional campaigns, such as the recent campaign advertising Swan soap, which hit radio, newspapers and the magazines in one intensive exploitation, were not considered as costs in OPA's investigation.

Thus, Mr. Henderson, by action rather than word, has toppled over another bogey-man. There was no effort to squeeze advertising expenditures to keep the price of soap down. The precedent has been established. Advertising folk can forget possible OPA squeeze-plays, and now turn their undivided attention and genuis toward an increasingly improved job of whipping out powerful copy geared toward victory.

The Business Picture

GRATIFYING though the showing of national network business may be [BROADCASTING, Aug. 24], and satisfying as the current national spot picture looks, not to mention the upswing in wartime audience assured in the Hooper surveys, there is small comfort to be had in the losses of local business being suffered by many stations, mostly local low powers, due to wartime shortages and depleted retail inventories. Some of them actually face a problem of economic survival, and just about all of them now appear to be scratching, literally, for new business.

Radio's inherent healthiness as an advertising medium is manifest from the remarkable showing it is making during these days of stresses and strains. That even the locals can take advantage of the basic soundness of the medium, is being proved by the ingenuity of sales and sales promotion departments of many stations in developing new business.

There are the theatres, for example, many of them now substantial local advertisers for the first time. There are other entertainment enterprises—bowling, for example, now a highly popular sport in crowded defense areas and a natural for radio promotion. Radio stores soon won't have much stock to sell, inasmuch as deliveries from war-converted factories have all but ceased, but radio set maintenance and repair is proving to be the same backlog for surviving dealers as auto service and repair for sales plants. These are also naturals for radio. From some cities we have had reports of successful time sales, often one-time shots that lead to regular local schedules, to local defense plants wanting to promote their "E" awards, their production achievements (within military limitations, of course) and their employe morale.

Nationally, the picture looks reasonably good, but there can be no doubt that the radio industry as a whole is living on a day-to-day or at least on a 13-week, basis. But the situation is far from doleful for the well-situated stations. Brand name advertising, new packaging, foods and drugs, cigarettes, all are holding their own even better than the prophets of doom expected. Radio can be justly proud of the economic stability it has shown thus far, but it certainly cannot be smug about it.

Caesar's Dirge

JIMMY PETRILLO must now face the music in Congress as well as in the courts. He has thumbed his nose at every appeal made by the Government and industry to call off his ill-advised ban on the making of recordings for non-private use, but Congress now pitches in, not only to stop his rampages but to find ways of preventing recurrences in other fields.

Outraged over Jimmy's stubborn disdain of public reaction and the national welfare, Senator D. Worth Clark, of Idaho, has introduced an all-inclusive resolution to look into the music situation. More than likely there will be public hearings before a sub-committee of the Senate Interstate Committee. Petrillo himself, Assistant Attorney General Thurman Arnold, and representatives of the public and the industries affected should be called as witnesses.

Senator Clark, whose appreciation of the problem motivated introduction of the resolution, and who so lucidly covered the issue in his statement to the Senate last week, would make an able chairman of the subcommittee. He should have the assistance of competent special counsel, for the issue is one deeply affecting the public interest.

If proof of public sentiment were needed after literally hundreds of newspaper editorials and cartoons deprecating Jimmy's one-man slaughts, it certainly came in the Gallup Poll of last week. This scientific appraisal of public opinion revealed that the vote was 9 to 1 disapproving the AFM actions. And it ran about the same in favor of Government legal action to stop him. Senator Clark must have sensed this, because his resolution was introduced almost coincident with the publication of the Gallup findings.

In an editorial in our June 15 issue dealing with Petrillo's announced intention of banning recordings (published 10 days before he formally notified the affected industries and the public of it), we said: "It's clear now that Mr. Petrillo feels he can get away with almost anything. If his transcription-record ban sticks, it's a good bet that Congress, rather than the anti-trust division, will decide to take a hand in things."

Apparently we underestimated the reaction. *Both* Congress and the anti-trust division are now in it for keeps.

We Pay Our Respects To —

KENNETH DAVID SOBLE

AN AUTOMOBILE started Ken Soble on a career which has brought him the designation of "one of the most versatile men in Canadian radio". The automobile?—or yes—Ken, in his teens, picked up the director of a group of radio players one day in 1928 and gave him a lift to the studio. The director needed an extra player. Ken got a one-line part and has been in radio ever since.

Today Ken Soble's activities in radio are many and varied. He is known in Canada's broadcasting world as the "Major Bowes of Canada", following the Major by a few months with a Canadian series of amateur shows still aired weekly over a Canadian network. He also owns an advertising agency and program-producing organization, Metropolitan Broadcasting Service Ltd., Toronto, and Metropolitan Broadcasting Service Reg'd, Montreal. In addition, he operates Ken Soble's Artist Bureau, Toronto, is manager of CHML, Hamilton, Ont., and owns a food factory.

One of the outstanding young men in Canadian radio, Ken Soble was born June 12, 1911, in Toronto. At 16 he had to leave school to support his mother and sister. He has hustled papers, sold chemicals and paints, and in the boom year, 1929, came into big money as a stock salesman. With the crash he tackled a job with a crew cleaning up Toronto's big Union Station during the night hours.

From his first contact with radio in 1928, he received some more bit parts with the actor group at CKNC, now CBY, Toronto. He then switched to the former CFCA, owned by the *Toronto Star*, where he was given the job announcing a participating program, with 40 to 50 commercials per hour. Pay was five spot announcements, which he could sell.

One rainy day while hunting business for the spot announcements he met a coal dealer, sold him a series of spot announcements. Needing cash, he asked for a check, which arrived some weeks later from N. W. Ayer & Son for the account of the Ford Motor Co. The fuel dealer, unknown to Ken, was the sole distributor in Toronto for Ford coke, product of Ford Motor Co. He has held the account ever since.

That was his first big break. On the strength of it he contracted in 1930 with CKCL, Toronto, for an hour daily and all the time signals and weather reports for a five-year period. Then he went out and sold the time. He branched out then and did shows for other Toronto stations, notably CFRB. In 1935 he built the first audience participating studio in Canada. It seated 400. A year later he moved to a larger studio seating 1,100. From these studios he put on the air some of Canada's leading shows of the time, and here his amateur shows started.

Ken Soble's amateurs, starting first as a locally sponsored program, were gradually sponsored by bigger advertisers until Royal Canadian Tobacco Co. put them on a coast-to-coast network. They branched out to unit shows playing at 40 theatres in Ontario and Quebec, and were the foundation of Ken Soble's Artist Bureau. The amateur shows now go on the air Sundays from army camps and larger cities in Ontario and Quebec, and Ken commutes weekly from Toronto for auditions and to m.c. the program.

Ken's good turns have paid well. He once helped an announcer from CHML, Hamilton, Ont, and when some time later that station was looking for a manager, the announcer told the owners about Ken. Result: An offer to manage the station from Senator A. C. Hardy, who had bought the station for his son Fulford. Since 1937 Ken has added Hamilton to his commuting and put the station on the black side of the ledger.

Ken has little time for anything other than radio and his family. In addition to his daytime radio ventures he is on the air every evening for Alka-Seltzer on CFRB with a quiz program and puts on a number of shows for the armed services at various camps. As often as possible he likes to go riding, and if he has any hobby besides radio, it is his string of race horses.

Personal NOTES

WELLS (Ted) CHURCH, formerly with CBS in Washington and NBC in New York, who recently completed a six-month visit in England as American advisor to the British Broadcasting Corp., will shortly join the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) in Washington. He will handle special events and advise on programs.

JAMES C. COLE, formerly of the commercial staff of WEBC, Duluth, is now in the technical branch of the Army, stationed at the Sioux Falls (S. D.) training base and learning to be an Air Force radio operator.

ANDREW J. SCHRADE, head of Radio Transcription Co. of America and formerly with Columbia Phonograph Co., has been appointed manager of the Hollywood factory and office of Columbia Recording Corp., it was announced by Edward Wallerstein, CRC president.

LT. BARRY BINGHAM, publisher of the *Louisville Courier-Journal*, operating WHAS, recently with the old Office of Facts & Figures, has been assigned by the Navy to its press relations office in London. Lately he has been on duty at the Navy's public relations office in Washington.

HAROLD E. COOKE, new manager of CHEX, Peterborough, Ont., was married a few days before taking his post.

MORRIS MUDGE, formerly of the sales staff of MBS, has been appointed to the BLUE sales staff by George Benson, eastern sales manager.

JAMES W. BEACH, with the *Chicago Herald-American* for the last 12 years, and R. Roy Miller, formerly of Chicago Elevated Co., and later with *Popular Science* magazine, have joined the sales staff of WJJD, Chicago.

ROBERT HURLEIGH, central division manager of Press Assn., with headquarters in Chicago, is the father of a girl, his first child, born Aug. 14.

JOHN W. ELWOOD, manager of KPO, San Francisco, has been appointed chairman of the radio committee of the local War Chest drive.

DAVE GILBERT, of the BLUE sales service department, is the father of a boy, his first child.

MARSHALL HOLLINGUE, cartographer of the sales promotion department of NBC-Chicago, on Aug. 29 married Doris Bratvold of Chicago, and on Sept. 11 is to join the aeronautical map drafting division of the Dept. of Commerce in Washington.

ROBERT D. SWEZEY, legal counsel and assistant secretary of BLUE, is the father of a girl, his second child, tentatively named Maria.

BRUCE GEAR, Hollywood business manager of radio and film talent, has joined the Army Air Force as a private.

KEV SWEENEY, BLUE Western division sales promotion manager, is currently in Chicago for spot sales conferences and will have similar New York meetings with network executives before returning to his Hollywood headquarters in mid-September.

CHARLES F. MAILEY of the *Akron Beacon Journal*, has joined the news staff of KDKA, Pittsburgh, to replace Francis Fitzsimmons, who has entered the armed forces. Mailey was formerly with the *New York Journal American*, *McKeesport* (Pa.) *Daily News*, and the *Pittsburgh Sun Telegraph*.

GLEN BANNERMAN, president of the Canadian Assn., of Broadcasters, as president of the Advertising & Sales Club of Toronto, accepted from the National Federation of Sales Executives on Aug. 25 the silver cup of the Federation given to the North American club which does the most in a given calendar year for the advancement of salesmen.

JOHANNES STEEL, commentator of WMCA, New York, has completed a book titled *Men of War*, to be published in September by Sheridan House, New York. Steel has 75 lecture appearances booked for the coming season.

RALPH STUFFLEBAM of the sales staff of KWTO-KGBX, Springfield, Mo., for the past four years is in Washington training for service as a Red Cross field supervisor.

GERRY TONKIN, formerly manager of CFAR, Flin Flon, has joined the national sales staff of CKBI, Prince Albert, Sask.

WBRE Owner and Son Now in Army Service

WHEN Louis G. Baltimore, owner of WBRE, Wilkes-Barre, Pa., joined the Army Air Forces as a radio engineer on Aug. 23 another military father-son team was formed. The younger Baltimore, David, a recent graduate of Massachusetts Institute of Technology, is a second lieutenant in the Army Signal Corps, stationed at Camp Murphy, Hobe Sound, Fla. His father has been stationed at Miami, Fla. and will serve with the air transport service of the air forces. During World War 1 the elder Baltimore was in officer's training school at Madison Barracks when the war ended.

A third Baltimore, Louis, nephew of the Wilkes-Barre station owner, of Dallas has joined the Army Air Forces Classification Center, Nashville, where he is an aviation cadet.

Western Canada Outlets Effect Personnel Shifts

IN STAFF changes at CJRC, Winnipeg, Man., F. H. (Tiny) Elphicke, manager, has been transferred to CKWX, Vancouver, and has been replaced by Gerry Gaetz, formerly of CKCK, Regina. Mr. Elphicke, born in England, entered radio at CFAC, Calgary, and later became manager of CJCA, Edmonton. Mr. Gaetz, in addition to his work at CKCK was onetime manager of CJOC, Lethbridge.

Other changes at CJRC include appointment of Waldo Holden, formerly of the sales staff, to sales manager. Lyall Holmes, formerly continuity chief is now production manager and Jack Kemp has been moved from sales promotion to program director.

Brown for Shirer

CECIL BROWN, CBS foreign correspondent and news analyst, has taken over the regular Sunday news program of William L. Shirer, CBS correspondent and commentator, while the latter is on vacation. Brown, who started in Shirer's Sunday period Aug. 30, is also heard on CBS in a five weekly evening news program. General Foods, New York, sponsors Shirer's series for Sanka Coffee. Young & Rubicam is the agency.

ASPHALT (Ky.) AIN'T PAVED WITH SALES!

Chances are, you're not the least bit interested in the sales possibilities in Asphalt (Ky.). Because you probably know that the main road to big business in this State is via the Louisville Trading Area —which accounts for 17.1% *more* retail sales than the rest of Kentucky *combined!* . . . With WAVE, alone, you can reach every radio home in this area, and spend lots less than with any other medium! Shall we start paving the way for you?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K. C. . . N. B. C. Basic Red
FREE & PETERS, INC.
National Representatives

BEHIND the MIKE

PETER TEMPLE, former announcer in Milwaukee and St. Paul, is now announcing *Sons of the Sea* on KXOK, St. Louis. Ron Gamble, announcer of the *Ford Sunday Evening Hour* during the past few years is now doing *Meet the Men of Your Army* on KXOK. Gamble, an officers' candidate, is stationed at Jefferson Barracks, Mo.

WILLIAM WRIGHT formerly of KFAB and KFOR, Lincoln, Neb., and KOIL, Omaha, is now continuity head of WMBD, Peoria, Ill.

MURRAY KNIGHT, of WHEC, Rochester, and WDZ, Tuscola, Ill., now heads women's activities of WMBD, Peoria. Norman Kraeft joins the announcing staff of WMBD, from WDWS, Champaign, Ill., and WILL, Urbana, U of Illinois station.

ED JANNEY, sports commentator of KOY, Phoenix, has joined the Army Air Force as second lieutenant.

FRED HAYWOOD, producer of WBT, Charlotte, N. C., has joined the Army and is stationed at the Field Artillery Replacement Center, Fort Bragg.

SANFORD GEORGE BECKER, announcer of WBT, Charlotte, N. C., on Aug. 16 married Ruth Joyce Venable.

EDWARD HOPPER, studio supervisor of WHN, New York, has reported for duty as first lieutenant in the Army Air Transport at Officers' Training School, Miami Beach.

CHUCK THOMPSON, formerly of WEEU, Reading, Pa., has joined the announcing staff of WIBG, Philadelphia.

ELLIOTT MILLER, announcer of WDRC, Hartford, has resigned to join the Civil Air Patrol.

RUSSELL NAUGHTON, of New Britain, Conn., has joined W65H, Hartford FM station, as announcer.

JACK WELSH, former sports editor of WSTV, Steubenville, O., has joined the announcing staff of WWVA, Wheeling, W. Va.

VIRGINIA VOGEL, graduate of Valparaiso U, has joined KWK, St. Louis, as assistant news editor.

BRICE DISQUE JR., has resigned as assistant manager of the NBC script division to report for duty as captain in the Army Air Force in Miami Sept. 3.

RALPH EDWIN SPEARS Jr., formerly editor and director of the farm hour, sponsored by West Virginia U and Olgebay Institute, daily over WWVA, Wheeling, is now in the radio school at the Naval Training School, U of Wisconsin.

HENRY FARBMAN, formerly a violinist in the symphony orchestra of WOR, New York has been named concert master of the St. Louis Symphony Orchestra.

CARLOS MONTANO, Spanish announcer of KOY, Phoenix, has been transferred to KTUC, Tuscon, and placed in charge of Spanish programs. Bill Lerma, new to radio, has taken over Montano's duties.

JIM BANNON, formerly announcer of KFI-KECA, Los Angeles, has joined KMBC, Kansas City.

RAY BUFFUM, San Francisco producer-writer, has been assigned to collaborate with Don Thompson on the weekly NBC *Hawthorne House*, sponsored by Wesson Oil & Snowdrift Co.

DAVID STARLING, formerly announcer of KFI-KECA, Los Angeles, who joined the Army in mid-May, has reported to Officers' Training School, Fort Benning, Ga.

GLAN HEISCH, program director of KFI-KECA, Los Angeles, has resigned to join the Office of War Information in San Francisco.

GEORGE RYAN, announcer of KLX, Oakland, Cal. was inducted into the Army Sept. 1.

EVERETT CLAIBORNE, world traveler, has joined KLX, Oakland, Cal. as a news commentator.

HERB CAEN, *Chronicle* columnist and conductor of the weekly radio commentary *Regal Amblings With Herb Caen* for Regal Amber Brewing Co., San Francisco, on KPO, that city, has been inducted into the Army.

Meet the LADIES

DOROTHY BAKER

JUST recently Miss Dorothy Baker joined KOCA, Kilgore, Tex., as program director and she is already proficient in her duties arranging programs, clearing all music and handling a woman's club of the air. She tops that hefty diet of activity with a four-hour tour of duty at the mike.

In true Texas manner, KOCA boasts that Miss Baker is unrivaled among female program directors for a combination of efficiency and glamor.

BEN LAIRD, formerly of WHBY, Appleton, has joined WOSH, Oshkosh, Wis., as sports director.

MARY JANE PORTER has been appointed assistant to the director of KPO sales traffic at NBC San Francisco.

MARY BELDING SCRIBNER, formerly associate editor of *Newsweek* and manager of women's promotion for American Air Lines, has been appointed news editor of KPO, San Francisco. She succeeded Robert Barrington, who has entered government service.

HAL ATKINSON, musical director of WTTM, Trenton, N. J., has been inducted into the Army.

JOHN THOMPSON, foreign commentator of the *San Francisco News*, has joined KYA, San Francisco, as foreign news analyst.

AL JASPER, announcer of WMUR, Manchester, N. H., has been inducted into the Army.

"IT'S A CINCH!"

explains Suzy our Steno. "To ride away with sales in the Cincinnati area, put your money on the favorite—WSAI. WSAI's unique sales aids get your program off to a fast start—and keep it out in front! WSAI has proved itself hundreds of times in past performances. If you're playing to WIN . . . Buy WSAI!"

WSAI'S SALES AIDS

1. Street car and bus cards.
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

WOWO
FORT WAYNE
Indiana's most powerful station

JAMES CHAPMAN has joined WHO, Des Moines, as assistant farm news editor. John B. Lake, formerly program director of WCAR, Pontiac, Mich., is now with the WHO announcing staff, and Richard Neher, vocalist, is doing additional announcing duty.

BILL RING, former announcer of KWTO-KGBX, Springfield, Mo., has joined NBC in Chicago as staff announcer.

HOWARD L. EMICH, news editor and assistant sports editor of WHBF, Rock Island, Ill., has resigned to join UP radio division in Chicago.

STARR SMITH, former radio announcer and special events man who joined the Army as an enlisted man, and later was commissioned a second lieutenant, has been promoted to first lieutenant at the Army Air Force Advanced Flying School, Turner Field, Albany, Ga.

JOSEPH WALTON LOSEY, stage manager and film producer, has joined NBC as a production director, according to Wynn Wright, NBC eastern division production manager. In addition to serving under leading Broadway producers for 12 years Losey has produced and directed films for industrial and educational groups.

FRANK BINGHAM, West Coast announcer, has been selected from 27 announcers who auditioned for the job, to handle announcing on *Ginny Simms*, which replaces *Johnny Presents* on NBC starting Sept. 8 for Philip Morris & Co., New York. Nelson Case, present announcer, will remain in New York.

FLOYD MACK, of the news department of WOR, New York, is now news editor, taking over duties of Arthur Van Horn, who is devoting all his time to newscasting.

ANNE LORENTZ, war-service coordinator of WTAG, Worcester, has accepted a position with the Office of War Information, reporting Aug. 31, and will work in the New York branch's program department.

PVT. CHARLES GARLAND, formerly commentator of KMPC, Beverly Hills, is now stationed with the Army Signal Corps at Camp Clatsop, Astoria, Ore.

GROVER COBB, of KSAL, Salina, Kan., will join the Navy about Sept. 1 as a flying cadet.

JANE WESTON and Sue Gibson of WOWO-WGL, Fort Wayne, are members of the Allen County Nutrition Committee engaged in promoting better feeding.

VICTOR V. BELL, of KSL, Salt Lake City is wing public relations director of the Civilian Air Patrol for Utah.

VERL THOMSON, formerly NBC announcer at Chicago, and program director of KSOO-KELO, Sioux Falls, S. D., has returned to KSOO-KELO as program director-announcer.

BILL BALLANCE, announcer of KOA, Denver, has joined the Army Volunteer Officer's Training Corp., and Bill Michaelson, of KOA guest relations staff, is a cadet officer in the merchant marine. Jeanne Carter, receptionist, is awaiting order to duty in the WAAC.

DAVE DAVIES, news writer on the staff of Earl Ferris Assoc., Hollywood radio publicity service, is the father of a boy born Aug. 24.

KAY DALY, of BLUE sales service, was married recently to Lieut. John J. Emerich, USNR, of New York. Miss Daly is continuing at BLUE and her husband is on active duty.

DON MARTIN, production manager of WFIL, Philadelphia, will conduct a course in radio acting and announcing this fall at the Junto, adult school in Philadelphia, which begins Oct. 5.

ANICE IVES, conductor of *Everywoman's Club of the Air* on WFIL, Philadelphia, for the last 10 years, will be feted at a birthday party Sept. 24 at Kugler's Restaurant by members of her "Everywoman's Club." The principal speaker will be Roger W. Clipp, vice-president and general manager of WFIL. Five hundred guests are expected.

HUGH FERGUSON, former announcer of WCAU, Philadelphia, graduates next week from the Marine Corps Officers Training School as a second lieutenant.

HERB NEWCOMB, formerly of NBC and CBS in New York, and WTHT, Hartford, has joined the announcing staff of WCAU, Philadelphia, replacing Wally Sheldon, who left for the Army.

ARTHUR JACOBSON, network radio, screen and stage actor for the last 16 years under the name Henry Hunter, has joined the production department of NBC-Chicago as a director, starting Sept. 1. He will leave the roles of Wolfe Bennett in NBC *Lone Journey* and Ellis Smith in NBC *The Guiding Light*.

PVT. CYRIL C. WAGNER, formerly publicity and special events writer of WGN, Chicago, recently graduated from weather school at Chanute Field, Ill., and has been selected for officer training school in the Army Air Force, Miami.

ROBERT McGINNIS, guide of NBC-Chicago until his induction in the Army in June, 1941, on Aug. 29 was commissioned a second lieutenant in the Army at Ft. Benning, Ga., and on Aug. 23 became the father of a girl.

VERN BROOKS, supervisor of announcers of WGN, Chicago, is to report on Sept. 10 in Boston for training as an ensign in the Navy. He will be succeeded by Milt Newton, night studio manager.

ALLAN SCOTT, formerly newscaster of WGN, Chicago, on Aug. 31 started training at Newport, R. I., as a lieutenant junior grade in the Navy.

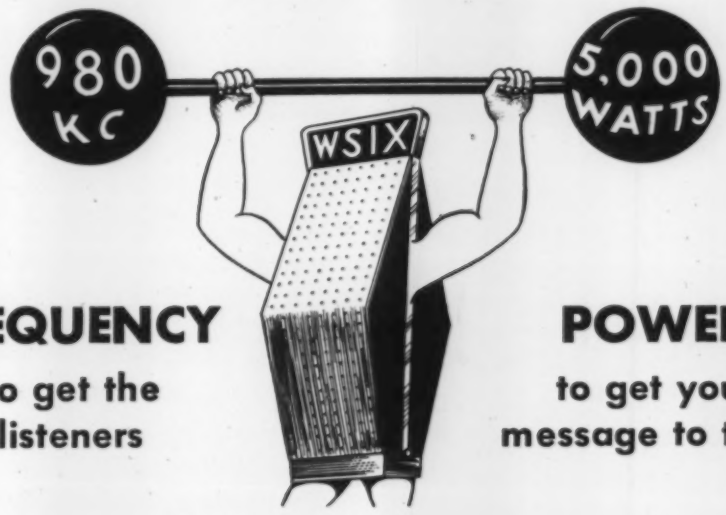
BILL KADUSON, CBS news writer, is the father of a baby girl.

WILLIAM DAWES, producer, has joined WCKY, Cincinnati. He taught dramatic art at Schuster-Martin School of Drama.

ON THE FARM FRONT
Tips for Radio Advertising Provided in Book

INCLUDED in various uncomplimentary means of presenting the farm, farm life and the farm family are the "nostalgic and lyric or old oaken bucket, and the Silas and Reuben appeals of radio," according to a booklet, *Wider Horizons*, published by Wildrick & Miller, New York.

To get a true perspective of farm life, the booklet declares, we must separate the "vocational picture" from the "home picture" on the farm front. Strangely enough, it continues, the farm family is the only group that is richer in cultural attainment and social understanding than common visualizations indicate and here the radio advertising aimed at the farmer misses fire. Booklets may be obtained from the agency at 630 Fifth Ave., New York.



FREQUENCY
to get the listeners

POWER
to get your message to them

ADVERTISERS today know the prime importance of the RIGHT FREQUENCY and the RIGHT POWER in covering a market.

WSIX now offers the RIGHT COMBINATION of both—5,000 watts on 980 kilocycles—and for the time being, no advance in the old 250-watt rates.

All this and a boom market, too—the rich Nashville area, richer than ever before. For full information, contact this station or

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS — WSIX "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

Merchandising & Promotion

New House Organ—Junior Encyclopedias—Discount Brochure—Catch-line Quiz—Mystery Man Tickets

TO PROVIDE its salesmen with "food for sales talk," BLUE is publishing a house organ titled *The Blue Elephant*, which includes news items and feature notes centering around the network's wartime theme for sponsors—that of not letting the public forget their products. Originally intended only for the BLUE sales staff, the bulletin, a mimeographed sheet, is also being distributed among BLUE affiliates.

* * *

Blowups of Georgia

WKRC, Cincinnati, to all participating sponsors has distributed large photographic blow-ups of Georgia Gray, director of the *Woman's Hours* program. Displays are tied in with sponsors' window advertising.

More Inducements

INCREASING its inducements to listeners to send in questions that may "stump the experts" on *Information Please*, American Tobacco Co. has added a set of the "Britannica Junior" encyclopedia to the $25 War Bond given for each question used. If the experts fail to answer, the sender gets a $50 bond and sets of both the full and the junior Brittanica. Program advertising Lucky Strike cigarettes, is heard Friday, 8:30-9 p.m. (EWT) on NBC.

Girl Wanted

WEAF, New York, through a contest launched on its 20th Anniversary program, Sunday, Aug. 16, is seeking a girl born in August 1922, as near as possible to the station's birthday. Winner will be known as Miss WEAF, and will be given publicity and promotional buildups to help further her radio, screen or stage aspirations.

Miss WEAF will be selected for beauty, personality and background suitability to represent the station. Photogenic qualities and accomplishments will also be considered. Would-be contestants are asked to submit biography, photo and birth certificate to prove eligibility. WEAF's staff will select semi-finalists, and a board of professionals in the entertainment field will select the winner.

* * *

Raised for 15%

USING a raised hand to symbolize each sponsor joining the full network under its 15% discount plan, CBS has released a sixteen-page large-size brochure titled "All Those in Favor". Each sponsor is allotted a fullpage snapshot taken during his show, and enclosed is supplementary folder announcing latest adidtions to the list of sponsors using the plan. Featured are the first ten firms to go full network.

* * *

Unusual Invitation

NOVEL promotion produced by WSM, Nashville. is a reprint of the book cover of "Sound and Fury", by Francis Chase, containing the section of the book pertaining to the "Grand Ol' Op'ry" and its history on the inside. In addition, two tickets of admission are attached to the mailing piece with an invitation to attend.

* * *

Christmas Shopping

WJNO, W. Palm Beach, Fla., has arranged with Palm Beach merchants whereby spot announcements include mention of buying Christmas gifts now for mailing to men in the Armed Forces. Plugs remind listeners that presents must be sent in September to reach them in time.

War Map

BEING DISPLAYED in the West Virgina Capitol and the Diamond Department Store, Charleston, W. Va., is a huge map built by Sam Molen, sports reporter and analyst of the West Virginia Network. The map, 8 x 4 feet, has a push button arrangement which lights up the most important war fronts. The map will be taken on tour to be displayed in Parkersburg, Clarksburg, and Huntington, W. Va.

Like the Discs

RESPONSE to NBC's plan to promote its outstanding artist brought transcriptions aired locally under the title *NBC's Fall Parade of Stars* [BROADCASTING, Aug. 10] has met approval by stations, sponsors and advertising agencies, according to the network.

Conceived as a new method for increasing the listening audience by focusing attention on the entertainment value of forthcoming NBC shows, the project has already been accepted by a number of NBC sponsors, including General Foods Corp., New York (*The Aldrich Family; When a Girl Marries; Jack Benny, Fannie Brice and Frank Morgan*); Procter & Gamble, Cincinnati (*Truth or Consequences, Mary Marlin*); Sealtest Inc., New York (*Rudy Vallee* and *Joan Davis*); Kraft Cheese Co., Chicago (*The Great Gildersleeve*); Bristol-Myers Co., New York (*Mr. District Attorney*, Eddie Cantor) and Lewis-Howe Co., St. Louis (*Horace Heidt's Treasure Chest*).

Agencies handling the shows are: Young & Rubicam, J. Walter Thompson Co., Benton & Bowles, Compton Adv., McKee & Albright, Pedlar & Ryan, Louis & Brorby, Roche, Williams & Cunnyngham.

* * *

Familiar Lines

WEBR, Buffalo, is trying a new contest, *Blue Clues*, to test listeners on their familiarity with tag-lines, sayings, catch-lines used on BLUE Network programs broadcast on the station. Helen King, on one of her daily talks, read a script incorporating many of the phrases. High score the first trial was 76 of a possible 80. Meanwhile WEBR believes listeners are more alert, preparing for the next contest.

"THINGS IS SURE POPPIN' OUT HERE IN THE RED RIVER VALLEY! ESPECIALLY FER ADVERTISERS USIN' WDAY—THE ONLY STATION REACHIN' THE WHOLE VALLEY!"

WDAY

FARGO, N D.—5000 WATTS—N. B. C. & BLUE AFFILIATED WITH THE FARGO FORUM FREE & PETERS, NAT'L REPRESENTATIVES

THE LEADING FARM STATION IN THE EAST

And we can prove it! Straight, scientific farm shows by the New York State College of Agriculture for 15 years can't go wrong. Plus $204,000,000 in annual retail sales . . . primary audience of 408,750 of which 60,000 families are farmers . . . And WHCU is their station . . . and they'll tell you so. Want proof of performance? Drop us a note or contact any McGillvra man. Don't miss this solid bet.

WHCU

ITHACA, NEW YORK

1000 WATTS CBS 870 KC

Mystery Man

FREE theater tickets are given away each weekday night by *Mystery Man*, in an unusual promotion on WTTM, Trenton, N. J. Listeners are advised during *333 Club*, popular record show, to listen to *Mystery Man* program from 6:30-6:55 p.m. The *Mystery Man* program tells listeners where Mystery Man will be, and what time he will be there. Listeners get the tickets when they find Mystery Man, and repeat key words spoken on the program. Personnel of the station take turns being Mystery Man so that he cannot be easily identified.

* * *

NBC Variety Promotion

TO PROMOTE its new morning variety program *The Show Without a Name*, NBC has distributed to network affiliates a comedy recording by Garry Moore, m.c. of the show. Stations requested the record to promote interest in the show and title contest [BROADCASTING, Aug. 17]. Show has been extended from a half-hour to an hour program on Saturdays, with the remaining five broadcasts limited to a half-hour as originally scheduled.

* * *

Backstage

STAGE, movie and night-life news is featured on a thrice-weekly five-minute series, *Backstage On the Air*, sponsored by Sarnoff-Irving hats at 5:55 p.m. on WTAG, Worcester. It is conducted by Jimmy Lee, author of "Backstage" column in the *Worcester Evening Gazette*, and it offers information on local and national theatrical headliners.

* * *

Convention Tipoff

KOA, Denver, broadcast special announcements twice daily for three weeks, calling attention to the 90th annual convention of the American Pharmaceutical Assn., held recently in Denver. KOA also had a display at convention headquarters in the Shirley-Savoy Hotel.

BROCHURES

KMMJ, Grand Island, Neb.—Round, offset folder, "On Speaking Terms" providing details of coverage, market data, sales facts, rates and talent.

WTAM, Cleveland—"Get On the Band Wagon," attractively colored brochure giving various reasons advertisers should use the station.

WHAM, Rochester—Story of the station's role in the war effort.

WWDC, Washington—Red block letter broadside on heavy stock, "WWDC Joins Atlantic Network".

CKOC, Hamilton, Ont.—*September on CKOC* covers programs for fall and winter in word and pictures.

KTSW, Emporia, Kan.—Three-page and letterhead combination in brown and white, gives coverage map data.

BLUE—Elephant, symbol of BLUE's war-time theme, "Keep 'em Remembering", featured in 12-page brochure titled "Read All About It" and using Ford Motor Co.'s seven-weekly institutional show as a selling point for war-time advertising.

MBS—Illustrated white folder comparing the "best buy of 1929", when a rare edition of Poe, bought for 50c, was sold for $25,000, and the "best buy of 1942".

AIRACOBRA for Uncle Sam's Air Force bought with money raised by the Commando Corps of WGR, Buffalo, *Court of Honor* program. Still growing, and still raising money, the Commando Corps paid for this Buffalo-built fighter with the first $55,000 of their sales.

Utility Dimout Series

CONSOLIDATED EDISON Co. of New York, is running live spot announcements on five major New York stations daily for an indefinite period, urging the public to observe dimout rules. Announcements are aired at night and at different times on each station to avoid duplication. Campaign started Aug. 3. Stations are WABC WHN WOR WNEW WJZ. Company has used some spot advertising in the past, mainly on WJZ. BBDO handles the account.

Lux Back on 147

LEVER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 14 resumes for the ninth consecutive season *Lux Radio Theatre* on 115 CBS and 32 NBC stations, Monday, 9-10 p.m. (EWT). Cecil B. DeMille continues as producer and will also handle commentary with Sanford H. Barnett as J. Walter Thompson Co. Hollywood producer of the series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Lou Silvers has been re-signed as musical director, with John Kennedy announcer of the initial broadcast. Charles Forsyth continues in charge of sound effects. Ray Lithgow is the CBS engineer assigned to the series. Opening program of the season will have Tyrone Power and Barbara Stanwyck heading the cast in a dramatization of the 20th Century Fox film, "This Above All" based on Eric Knight's novel and currently being exhibited.

What is the Right Medium to Sell the Flourishing QUINCY, ILLINOIS Area?

ROBERT S. CONLAN ASSOCIATES
MID CONTINENT MARKET RESEARCH NETWORK
MID CONTINENT MERCHANDISING NETWORK
MARKET RESEARCH
SALES PROMOTION
RADIO RESEARCH
NEW YORK LIFE BUILDING KANSAS CITY, MISSOURI

Victor 1973

June 27, 1942

Mr. Walter J. Rothschild,
Radio Station WTAD,
Quincy, Illinois

Dear Mr. Rothschild:

We submit herewith our report on the survey made to determine radio station preference in your general area, sponsored by a group of advertising agencies, with the co-sponsorship of your station.

The survey was made as follows:

Part 1, a coincidental telephone survey in Quincy;
Part 2, a personal-interview survey among rural-farm, rural-non-farm, and urban radio homes within a fifty-mile radius of Quincy.

The findings on both portions, telephone and personal-interview, show WTAD to be the dominant station in this area.

The total mentions received for all CBS stations, of which WTAD is credited with 56%, exceeds by a considerable margin the total mentions received for all NBC stations. This would indicate a preference for WTAD's non-network programs.

Complete reports follow, describing the survey areas and procedure, and showing our findings in detail.

Very truly yours,
Robert S. Conlan
Robert S. Conlan

RSC:MM

ASSOCIATES IN PRINCIPAL CITIES THROUGHOUT THE CENTRAL AREAS OF THE UNITED STATES

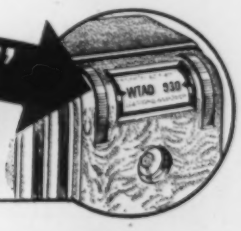
Here's the Answer According to the People Who'll Buy Your Product

To help you plan the most effective selling over this entire area, detailed reports on this up-to-the-minute survey are available on request.

"930 on the Dial"

WTAD

QUINCY, ILL. C. B. S. 1000 Watts
The KATZ Agency, Inc. National Representative



XLIX. CENSUS OF RADIO HOMES IN THE STATE OF NEW YORK

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Albany	62,616	95.8	59,994	49,323	96.3	47,505	10,592	95.5	10,117	2,701	87.8	2,372
Allegany	11,191	85.6	9,585	1,703	95.7	1,630	6,060	88.0	5,331	3,428	76.5	2,624
Bronx	377,843	97.9	370,084	377,843	97.9	370,084	....	....	....	....	....	....
Broome	43,739	94.3	41,249	30,152	95.9	28,919	9,859	94.5	9,313	3,728	80.9	3,017
Cattaraugus	19,869	90.0	17,878	8,975	94.8	8,512	6,192	90.0	5,571	4,702	80.7	3,795
Cayuga	18,057	91.0	16,434	9,418	95.7	9,013	4,342	89.5	3,888	4,297	82.2	3,533
Chautauqua	35,976	93.1	33,487	22,547	95.5	21,526	7,024	92.9	6,529	6,405	84.8	5,432
Chemung	20,576	93.8	19,296	14,600	95.3	13,916	4,152	94.3	3,917	1,824	80.2	1,463
Chenango	10,387	87.5	9,082	2,588	95.8	2,479	4,120	89.9	3,705	3,679	78.8	2,898
Clinton	11,859	82.7	9,982	4,100	94.7	3,882	4,555	80.3	3,659	3,204	76.2	2,441
Columbia	11,708	89.8	10,514	3,054	93.6	2,858	5,800	89.7	5,205	2,854	85.9	2,451
Cortland	9,689	91.6	8,879	5,581	96.0	5,358	1,975	88.5	1,749	2,133	83.1	1,772
Delaware	11,414	84.0	9,592	2,021	92.5	1,869	5,282	83.6	4,415	4,111	80.5	3,308
Dutchess	28,532	92.5	26,386	15,224	94.3	14,358	9,899	90.7	8,974	3,409	89.6	3,054
Erie	208,868	97.1	202,875	175,737	97.5	171,345	25,318	96.9	24,524	7,813	89.7	7,006
Essex	8,707	85.8	7,473	2,272	93.5	2,124	4,740	84.6	4,009	1,695	79.1	1,340
Franklin	11,186	82.6	9,235	5,091	93.3	4,749	3,089	78.1	2,414	3,006	68.9	2,072
Fulton	14,648	92.3	13,523	10,504	95.7	10,056	2,748	86.6	2,381	1,396	77.8	1,086
Genesee	11,872	93.2	11,074	5,845	96.4	5,637	2,926	90.7	2,655	3,101	89.7	2,782
Greene	8,201	89.8	7,363	1,638	93.6	1,533	4,447	89.3	3,972	2,116	87.8	1,858
Hamilton	1,184	82.0	971	....	....	....	926	83.1	770	258	78.1	201
Herkimer	16,412	92.4	15,170	10,876	95.9	10,426	2,946	89.1	2,624	2,590	81.9	2,120
Jefferson	23,113	90.1	20,834	10,464	94.0	9,831	8,043	89.6	7,203	4,606	82.5	3,800
Kings	716,933	97.2	696,679	716,933	97.2	696,679	....	....	....	....	....	....
Lewis	5,980	82.0	4,905	1,063	92.1	979	2,666	82.1	2,188	2,251	77.2	1,738
Livingston	9,521	90.1	8,577	2,307	94.0	2,168	4,355	93.0	4,048	2,859	82.6	2,361
Madison	11,272	90.2	10,163	4,118	95.0	3,911	4,026	90.8	3,655	3,128	83.0	2,597
Monroe	121,086	97.2	117,687	100,720	97.3	98,001	15,074	97.5	14,697	5,292	94.3	4,989
Montgomery	16,497	94.5	15,588	10,792	96.7	10,434	3,652	93.1	3,399	2,053	85.5	1,755
Nassau	108,051	97.6	105,487	52,736	98.0	51,679	54,141	97.3	52,683	1,174	95.8	1,125
New York	548,378	94.1	515,992	548,378	94.1	515,992	....	....	....	....	....	....
Niagara	42,018	96.3	40,453	32,127	97.3	31,269	5,211	95.3	4,968	4,680	90.1	4,216
Oneida	52,783	93.7	49,453	37,448	95.1	35,602	10,340	93.0	9,615	4,995	84.8	4,236
Onondaga	80,630	96.3	77,634	61,932	97.2	60,227	12,981	94.5	12,267	5,717	89.9	5,140
Ontario	14,869	92.8	13,805	6,443	95.6	6,162	4,621	92.4	4,272	3,805	88.6	3,371
Orange	36,975	93.1	34,416	21,613	94.7	20,467	11,060	91.8	10,151	4,302	88.3	3,798
Orleans	7,954	89.8	7,147	3,112	94.4	2,939	2,132	88.3	1,882	2,710	85.8	2,326
Oswego	19,554	90.8	17,752	9,418	95.7	9,015	4,932	88.5	4,364	5,204	84.0	4,373
Otsego	13,486	87.1	11,737	4,287	94.9	4,067	5,039	85.9	4,331	4,160	80.3	3,339
Putnam	4,428	90.9	4,023	....	....	....	3,743	91.5	3,426	685	87.2	597
Queens	361,689	98.5	356,324	361,689	98.5	356,324	....	....	....	....	....	....
Rensselaer	34,447	94.9	32,681	23,953	96.3	23,070	7,173	94.3	6,761	3,321	85.8	2,850
Richmond	43,076	97.3	41,934	43,076	97.3	41,934	....	....	....	....	....	....
Rockland	16,252	94.3	15,333	5,823	94.3	5,489	9,739	94.3	9,187	690	95.2	657
St. Lawrence	23,058	86.3	19,904	9,932	94.4	9,381	6,574	82.7	5,434	6,552	77.7	5,089
Saratoga	18,271	92.1	16,833	9,825	95.9	9,426	5,578	89.8	5,012	2,868	83.5	2,395
Schenectady	35,246	97.0	34,199	27,711	97.2	26,925	6,466	97.8	6,325	1,069	88.8	949
Schoharie	6,116	83.8	5,127	812	94.1	764	2,504	84.8	2,123	2,800	80.0	2,240
Schuyler	3,780	86.0	3,254	869	95.2	827	1,395	87.3	1,218	1,516	79.7	1,209
Seneca	6,351	89.9	5,706	2,891	93.9	2,714	1,704	88.8	1,513	1,756	84.2	1,479
Steuben	23,575	88.0	20,748	11,297	95.1	10,741	6,877	87.7	6,033	5,401	73.6	3,974
Suffolk	47,626	93.7	44,651	9,667	95.7	9,249	34,830	93.5	32,556	3,129	91.0	2,846
Sullivan	10,810	88.0	9,515	2,257	94.1	2,124	5,425	87.5	4,745	3,128	84.6	2,646
Tioga	7,914	86.4	6,850	3,239	92.7	3,002	2,270	86.4	1,961	2,405	78.5	1,887
Tompkins	12,345	92.1	11,369	6,009	96.6	5,804	3,759	91.1	3,423	2,577	83.1	2,142
Ulster	24,761	90.6	22,427	10,620	94.4	10,025	9,868	88.0	8,685	4,273	87.0	3,717
Warren	10,348	88.9	9,199	5,396	95.7	5,164	3,749	84.7	3,177	1,203	71.3	858
Washington	12,369	87.5	10,823	4,932	93.7	4,621	4,219	85.4	3,604	3,218	80.7	2,598
Wayne	15,023	90.7	13,630	4,176	96.3	4,022	5,311	91.1	4,838	5,536	86.2	4,770
Westchester	147,735	97.4	143,924	124,262	97.5	121,169	22,481	97.1	21,821	992	94.2	934
Wyoming	8,310	89.9	7,471	2,418	94.7	2,290	2,956	92.0	2,718	2,936	83.9	2,463
Yates	4,949	88.8	4,394	1,692	96.2	1,628	1,393	87.1	1,213	1,864	83.3	1,553
State Total	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	83.8	153,642

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Albany	37,976	96.4	36,581
Amsterdam	9,040	96.7	8,742
Auburn	9,418	95.7	9,013
Binghamton	20,553	95.4	19,614
Buffalo	151,937	97.5	148,105
Elmira	12,476	95.4	11,904
Jamestown	13,235	95.3	12,609
Kingston	8,217	94.2	7,738
Mt. Vernon	18,228	97.5	17,769
Newburgh	9,157	94.7	8,670
New Rochelle	14,361	97.2	13,954
New York	2,047,919	96.7	1,981,013
Bronx	377,843	97.9	370,084
Brooklyn	716,933	97.2	696,679
Manhattan	548,378	94.1	515,992
Queens	361,689	98.5	356,324
Richmond	43,076	97.3	41,934
Niagara Falls	20,322	97.4	19,790
Poughkeepsie	11,336	93.9	10,643
Rochester	90,039	97.1	87,406
Rome	7,811	95.4	7,453
Schenectady	25,306	97.0	24,555
Syracuse	57,009	97.3	55,482
Troy	19,672	96.1	18,904
Utica	26,915	95.0	25,563
Watertown	9,293	94.0	8,734
White Plains	10,435	98.2	10,243
Yonkers	38,516	97.4	37,522

W G N Y

1000 WATTS

CLEAR CHANNEL

WGNY BROADCASTING CO., Inc.

TELEPHONE 4600

161 BROADWAY NEWBURGH, N. Y.

WAR WORK AREA

Newburgh is busy building a new government airport costing 21 million dollars. The famous Newburgh shipyards are re-opening. The many factories are making Army and Navy clothing and other items. Our residents, old and new, are busy . . . their pay envelopes are bulging. They're ready to buy what you offer. With the gasoline shortage they're spending more and more time listening to the radio . . . and that means WGNY in the Mid-Hudson valley area . . . 1000 watts, clear channel.

OVER 500,000 POPULATION

More than a half-million people are in WGNY's primary area. You have merchandise to sell to these able-to-buy people. We'll make it possible for you to contact the majority of them. Telephone Newburgh 4600, and we'll come running. We're our own National Representatives, just two hours from New York at all times. When it comes to "spot" broadcasting we think we're tops . . . let us prove it to you. Write us for success stories, surveys, etc. . . . or telephone collect, Newburgh 4600.

WGNY

NEW YORK MADE 'EM—LOVES 'EM—LISTENS TO 'EM

ON WNEW

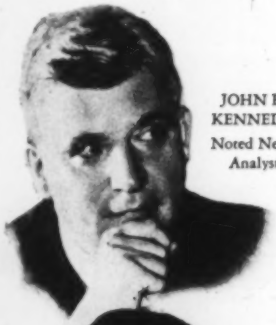
24 hours a day—
7 days a week!

ANN PERRY—Song Stylist

From Ann to Zeke—They Hold the Key to World's Richest Market!

ZEKE MANNERS
America's No. 1 Hillbilly

THESE artist-salesmen talk the language of the city. They are *warm friends* to New York's millions—nursed, doted upon, *accepted* as very special proteges. No wonder—when these entertainers tell of your products over WNEW—your goods *move fast at lowest cost of any station in the metropolitan trading area!*



JOHN B. KENNEDY
Noted News Analyst

BOB CONSIDINE
"On The Line"
—Sports

WNEW's VAST LISTENING AUDIENCE

Independent surveys prove that—*in and around New York more people listen to WNEW than any other independent station.* Additional proof indeed, that: WNEW is your best bet in the world's richest market!

1130 on Your Dial WNEW New York

Serving New York and New Jersey—Represented Nationally by John Blair & Co.

MARTIN BLOCK
"Make-Believe Ballroom"

KATHRYN CRAVENS
"News Thru A Woman's Eyes"

FRANK FROEBA—Pianologist

MERLE PITT
"Five Shades of Blue"

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

BERNAM G. HINES, *Managing Director*

Agencies

WILLIAM C. KARBACH, formerly account executive of Lord & Thomas, and radio manager of Erwin-Wasey & Co., on the West Coast, and recently of Chicago, has been commissioned a captain in the Army Air Force, to report Sept. 2 in Miami, Fla.

GEORGE BAYARD, vice-president of Russel M. Seeds Co., Chicago, on Aug. 17 married Helen Woodman, formerly of the Hollywood office, in Rawlins, Wyo.

SAMUEL A. ALTER, formerly advertising and sales manager of Horlick's Malted Milk Corp., Racine, Wis., on Aug. 17 joined Needham, Louis & Brorby, Chicago, as an account executive.

ALFRED N. STEELE, formerly assistant to Felix Coste, vice-president in charge of the New York office of D'Arcy Adv., New York, and radio director of the agency, will take over the duties of Coste, who will resign to join Coca-Cola Co., Atlanta, Sept. 1. Coca-Cola is a D'Arcy account.

A. E. NELSON Co., founded by Al Nelson, former assistant vice-president of NBC and manager of KPO and KGO, opened in San Francisco Aug. 26. The agency's headquarters are at 300 Montgomery St.; telephone, Yukon 2767.

HERSCHEL WILLIAMS, formerly radio director of Ruthrauff & Ryan, Hollywood, has received his commission as captain in the Army.

BERTRAM REIBEL Adv. Agency, Chicago, has moved to 30 West Hubbard St., telephone, Superior 5192.

Maxon Names Dean

LOUIS DEAN, who recently completed a special assignment for the Rockefeller Committee, has been appointed radio director of Maxon, a newly created post, effective Sept. 1. Dean will continue his association with the Committee in an advisory capacity. Formerly with Arthur Kudner Adv. and previously with Campbell - Ewald as radio director, Dean has served with both NBC and CBS as announcer producer. He entered radio serving under Kolin Hager, manager of WGY, GE station in Schenectady.

Mr. Dean

Schullinger To Army

KARL SCHULLINGER, formerly director of the radio department of the New York office of Lord & Thomas, joined the Army Air Forces as lieutenant last week. Ed Cashman, who has been directing the Kay Kyser program for Luckies for L&T, has taken over all radio advertising for Luckies, previously handled by Schullinger.

Agency Changes Name

COINCIDENT with a shift from corporation to partnership operation Sept. 1, Marschalk & Pratt, New York, will be known as Marschalk & Pratt Co., according to an announcement by Harry C. Marschalk, president. There will be no change in personnel or policies.

KENNETH S. PRATT, former account executive of Ruthrauff & Ryan, New York, has been commissioned first lieutenant in the Army Air Force, and has been detailed for temporary duty at Miami Beach.

RICHARD F. GIBSON has been appointed assistant to Nate Tufts, Hollywood radio manager of Ruthrauff & Ryan.

MEL WILLIAMSON, formerly production manager of Russel M. Seeds Co., Hollywood, has been commissioned a captain in the Air Force, stationed at Langley Field, Va. He was a lieutenant in the Army Air Force during World War I.

A. N. CHANEY, account executive of Carson Brantley Adv., Salisbury, N. C., is the father of a baby son.

ROBERT G. JENNINGS has resigned as radio director of H. W. Kastor & Sons, Chicago, to enter the armed forces [BROADCASTING, Aug. 3], has been commissioned a first lieutenant in the Army Air Force and is now stationed in Florida.

HARRY M. SAVAGE, of Harry E. Foster Agencies, Toronto, has received a commission in the administrative section of the Royal Canadian Air Force.

CRAWFORD U. HALL, radio director of Locke, Johnson & Co., Toronto, has joined the Royal Canadian Artillery.

STANLEY I. FISHEL, secretary-treasurer and account executive of Jasper, Lynch & Fishel, New York, has taken a leave of absence to serve with the Coast Guard. No replacement will be made for the time being.

DOROTHY ROBERTS, in the budget planning department of Blackett-Sample-Hummert, Chicago, on the Oxydol account for the past year, on Aug. 31 joined Montgomery Ward & Co., Chicago, as assistant to A. T. Scott, advertising director of the retail section.

JAMES S. MONTGOMERY, copywriter for McKee and Albright Inc., Philadelphia, has been commissioned a captain in the Army Air Force and left Aug. 27 for active duty in Miami Beach.

WILLIAM E. BETTS, formerly Detroit executive of Ruthrauff & Ryan Inc., has joined Kelso Adv. Agency, Los Angeles, as manager. Virginia Marie Cooke continues as radio director of the agency.

JOE DONOHUE, onetime West Coast manager of William Esty & Co., has been appointed Hollywood radio director of Myron Selznick & Co., talent service. Bruce Powell is the firm's New York radio director.

Tomlinson's S. A. Tour

EDWARD TOMLINSON, Latin American authority of BLUE, has revised his traveling plans for his tour of the northern countries of Latin America as a result of Brazil's entry into the war. Tomlinson will make Rio de Janiero the first stop on his itinerary, which will carry him to Bolivia, Peru, Panama, Central America and Mexico. First four foreign broadcasts on his regular twice-weekly programs on BLUE will be aired from the Brazilian capital.

ACRF Winnipeg Office

ALL-CANADA Radio Facilities, national radio sales organization, has opened offices in Winnipeg, it was announced last week. In charge will be P. H. Gayner, located at 802 Winnipeg Electric Railway Chambers.

Here's the spot where dollars will grow this Fall

WHBQ MEMPHIS

NEWS every hour on the hour

Here's a quick way to profits in the Memphis market. Buy 6 30-word announcements daily. $320 a month.

Every announcement placed immediately before or after regularly scheduled newscasts. Want to know more? Phone or wire Manager E. A. Alburty . . . He'll pay.

Note the latest Hooper Station Listening Index, June-July, 1942

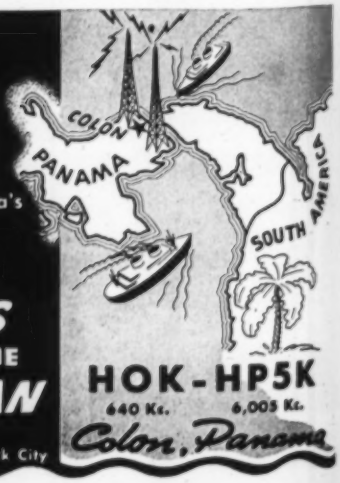
14,894 Coincidental Calls	STATION "A" Network	STATION "B" Network	WHBQ Independent	STATION "D" Network
Mon. thru Fri. 8:00-12:00 Morning	40.3	31.3	**17.1**	11.0
Mon. thru Fri. 12:00-6:00 Afternoon	50.1	24.2	**16.1**	9.6
Sun. thru Sat. 6:00-10:30 Night	40.0	33.6	**15.2**	10.7

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Two 'E' Factories Buy Time on Blue

Electric Boat, Scovill Air Ceremonies for Awards

WAR PLANTS receiving the Army-Navy "E" award for excellence in production continue to sign for broadcasts of award ceremonies, with two companies, both newcomers to commercial radio, using time on BLUE last week.

The Elco Naval Division of the Electric Boat Co., New York, used four stations for ½ hour Aug. 26, and Scovill Mfg. Co., Waterbury, Conn. broadcast on the entire BLUE network on the same day earlier in the afternoon for a 45-minute period.

Elco's commercial broadcast follows two sustaining programs presented on BLUE last spring and in April of the previous year, both in connection with boat-launching ceremonies. Electric Boat Co., parent firm, celebrated the launching of a submarine with a sponsored show July 22 on 127 BLUE stations. Elco's broadcast last week also marked the launching of another of the company's PT mosquito boats. Agency is Paris & Peart, New York.

Lowell Thomas, BLUE commentator, was the announcer at the Scovill ceremony and George Hicks, another BLUE commentator handled announcements on the Elco program. Both broadcasts featured company and local and state officials. Agency for Scovill is McCann-Erickson, New York. Firms are the seventh and eighth to buy time on BLUE for this purpose [BROADCASTING, Aug. 24].

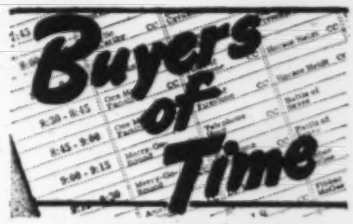
Musterole on 105

MUSTEROLE Co., Cleveland, will use live spot announcements on 105 U. S. stations and about 15 Canadian outlets in its fall and winter campaign for Musterole, a cold remedy. Campaign is similar to last year's, lasting 26 weeks and running largely in major markets. Starting date will be some time in October, and announcements will be aired in general on a five-weekly basis. Agency is Erwin Wasey & Co., New York.

Are you using the ASCAP Radio Program Service?

- New series available now, without charge, to any ASCAP Licensed Station. Write or wire today.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York



ARTHUR SINSHEIMER

ALTHOUGH he has a fulltime job as radio director of Peck Adv. Agency, New York, Arthur Sinsheimer has found time for the past year to devote a large number of working hours to civilian defense work. He is associate director of radio of OCD for New York City. Most recently, he served as liaison officer for radio on the New York Ad Club's War Work Committee, which cooperated with Mayor LaGuardia's Committee For Mobilization during Civilian Defense Week, June 6-13.

In that capacity, Mr. Sinsheimer assisted in placing on commercial programs some 1,800 announcements to promote "I Am An American Day" and the "New York at War" parade. He also works as assistant on all radio program promotions for OCD under Morris Novik, director of WNYC, New York's municipal station, who is Coordinator of Civilian Defense for Radio of New York.

A veteran in the agency business, Mr. Sinsheimer, with Harry Peck, president of Peck Adv. Agency, started the agency 22 years ago. After getting it established, Arthur left the agency to handle radio for 19 of the 32 publishers belonging to the United Publishers Corp., New York, returning to Peck in 1933 to set up a radio department to properly handle the volume of business which had developed.

At various times during his career in the agency field, Mr. Sinsheimer has placed network and spot radio for such accounts as B. T. Babbitt Co., I. J. Fox, furriers, Van Heusen Collars, Beverwyck Breweries, Manhattan Soap Co. (Sweetheart Soap), Old Dutch Coffee, Roxy Clothes, Wise Shoes, Krasne Bros. (food products), and Tastyeast.

A native New Yorker, he attended Columbia U and was appointed an instructor in the advertising and selling courses of the School of Journalism. Another claim to fame is the fact that he was the first president to be elected to office by the Radio Executives Club of New York for the season 1940-41. Married and living in Brooklyn, Arthur has two daughters.

ATLANTIC OFFERS SEVERAL PROGRAMS

ATLANTIC COAST Network last week launched a variety of programs to be offered to its affiliates from WWDC, Washington key station. Included in the lineup of shows, ranging from news and politics to a quiz show and band music, are twice-weekly reports from Otis T. Wingo, Washington commentator, on the President's press conferences. Title is *News From the White House.*

Other features offered by the network are *Science in the News*, weekly broadcasts on the scientific side of the war as presented by *Science Service*, popular science institution; and *Uncle Sam's Question Box*, bringing official answers to questions submitted most frequently to Government information centers.

Congressmen from the Atlantic Coast area are featured in *The Voice of Capitol Hill*, weekly series of talks on headline news. In cooperation with the Ass'n of American Railroads, the network presents news of the war efforts of the nation's railways in another weekly show *Lines Behind the Lines.* A noted foreign correspondent is featured each week on *Foreign Observer.*

WIBG Donates Hall

WIBG, Philadelphia, has donated use of its first floor auditorium in the station's new Walnut St. building to the Navy League for the Philadelphia district. The Navy League will make the building its headquarters for the duration, moving in about Sept. 1.

"All this"

IN CKCL's PRIMARY AREA
Eleven important Canadian Cities
Thirty-six thriving towns
44.39% of Ontario's Population
372,725 Radio Homes

National Income	1941	$1,003,950,000
Retail Sales	1940	584,536,450
Farm Income	1940	102,000,000
Salaries and Wages	1940	597,850,000

Figures compiled by Elliott-Haynes

"And... Now: MUTUAL TOO"

Commencing September first CKCL becomes a full time Mutual Broadcasting System outlet.

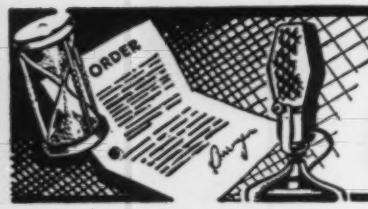
We will also continue to carry some NBC Commercial and Sustaining programs.

HENRY S. GOODERHAM, *President*

1000 WATTS **CKCL** 580 K.C.

TORONTO, CANADA

U. S. Representatives — Joseph Hershey McGillvra • Montreal — Radio Representatives



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WABC, New York

Musterole Co., Cleveland (proprietary), 2 *sa* weekly, thru Erwin Wasey & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *sa* weekly, thru Franklin Bruck Adv., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), 5 *sa* weekly, thru Joseph Katz Co., Baltimore.
Smith Bros., Poughkeepsie (cough drops), 6 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Vick Chemical Co., New York (cough drops), 3 *t* weekly, thru Morse-International, N. Y.
Quaker Oats Co., Chicago, (Aunt Jemima pancake flour) 6 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.
V. La Rosa & Sons, New York (Macaroni products), 3 *sa* weekly, thru M. H. Hackett, N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 3 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
N. Y. State Bureau of Milk Publicity, 2 *sa* weekly, thru J. M. Mathes, N. Y.
Maltex Cereals Co., Burlington, Vt. 2 *sa* weekly, thru Samuel C. Croot Co., N. Y.

KSFO, San Francisco

Golden State Co., San Francisco (Golden V Vitamin milk), 64 *ta*, thru Ruthrauff & Ryan, San Francisco.
Dairy Belle Dairies, San Francisco (milk), 3 *sa* weekly thru Brisacher, Davis & Staff, San Francisco.
Weinstein Co., San Francisco (department store chain), 18 *sa*, thru Botsford, Constantine & Gardner, San Francisco.
Union Sugar Co., San Francisco (sugar) *sp*, thru Carl C. Wakefield, San Francisco.
Farm Journal Magazine, San Francisco, 5 *sa* weekly, thru Clarence B. Juneau Agencies, Los Angeles.
Pacific Telephone & Telegraph Co., San Francisco (telephone service), *sa* series, direct.
Milen's Jewelry Co., Oakland, Cal. 42 *sa* weekly, thru Segall Adv. Agency, San Francisco.
Sunset Magazine, San Francisco, 3 *sp* weekly thru Brisacher, Davis & Staff, San Francisco.
Latin American Center, San Francisco (gift shop), weekly *sp*, direct.

WKZO, Kalamazoo

Michigan Bell Telephone Co., Detroit, 10 *sa*, 4 weeks, thru N. W. Ayer & Son, Detroit.
Fox De Luxe Brewing, Chicago, 18 *ta* 4 weeks thru Schwimmer & Scott, Chicago.

WMAQ, Chicago

Emmco Insurance Co., South Bend, 3 *sp* weekly, 18 weeks, thru MacDonald-Cook Co., South Bend.
Rit Products Co., Chicago (dyes), 326 *ta*, thru Earle Ludgin Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), 300 *sa*, thru Joseph Katz Co., Baltimore.
Johnson & Johnson, New Brunswick, N. Y. (first aid products), 36 *sa*, thru Young & Rubicam, N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 20 *sa*, thru Bermingham, Castleman & Pierce, N. Y.
Continental Baking Co., New York (Wonder bread, Hostess cakes), 20 *ta*, thru Ted Bates, Inc., N. Y.

KPO, San Francisco

Pet Milk Co., St. Louis Mo. (condensed milk), 2 *t* weekly, thru Gardner Adv. Agency, St. Louis.
American Industries Salvage Committee, 72 *ta*, thru McCann-Erickson, N. Y.
Golden State Co., San Francisco (Golden V Vitamin Milk) 5 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Curtis Pub. Co., Philadelphia (*Saturday Evening Post*) 2 *sa* weekly, thru BBDO, N. Y.
Acme Breweries, San Francisco, 3 *t* weekly, thru Brisacher, Davis & Staff, San Francisco.
Purex Corp., Hollywood (bleach), 3 *sa* weekly thru Lord & Thomas, Hollywood.
National Aeronautics Council, New York, 6 *sp* thru Huber Hoge & Sons, N. Y.
Pacific Telephone & Telegraph Co., San Francisco 5 *sa*, direct.

WBBM, Chicago

Continental Baking Co., New York (Wonder Bread, Hostess Cakes), 11 *sa* weekly, 4 weeks, Ted Bates Inc. N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 11 *ta* weekly, 6 weeks, Ruthrauff & Ryan, N. Y.
Chicago Sun, Chicago (newspaper), 7 *sp* Weekly, 52 weeks, thru Wade Adv. Agency, Chicago.

WIND, Gary, Ind.

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 42 *ta* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.
Cook County Distributors, Chicago (used cars), 12 *sa* weekly, till forbid, thru Bennett Ades Adv. Agency, Chicago.

WRC, Washington

Chesapeake & Potomac Telephone Co., Washington, 28 *sa* weekly, 4 weeks, thru Kaufman Adv., Washington.
Gunther Brewing Co., Baltimore, 6 *sp* weekly, 26 weeks, thru H. E. Hudgins, Baltimore
Lever Bros. Co., Cambridge (Rinso), 120 *sa*, thru Ruthrauff & Ryan, N. Y.

KOY, Phoenix, Ariz.

Groves Labs., St. Louis (Bromo-Quinine), 5 *ne* weekly, thru Russel M. Seeds Co., Chicago.

WEAF, New York

American Cigarette and Cigar Co., New York (Pall Mall Cigarettes), *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 6 *ta* weekly, thru Young & Rubicam, N. Y.
P. W. Minor & Son, Batavia, N. Y. (Treadeasy Shoes), 4 *ta* weekly, thru Stewart, Hanford & Casler, Rochester.
Lever Bros., Cambridge (Rinso), 12 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Consolidated Edison Co., New York (institutional), 7 *sa* weekly, thru BBDO, N. Y.
N. Y. Telephone Co., New York (conservation), 2 *ta* weekly, thru BBDO, N. Y.
RKO Radio Pictures, New York ("Bambi"), 4 *sa* weekly, thru Lord & Thomas, N. Y.
Beechnut Packing Co., Canajoharie, N. Y. 6 *ne* weekly, thru Newell- Emmett Co., N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (Planters Peanuts), 3 *ne* weekly, thru J. Walter Thompson Co., N. Y.

WOR, New York

O'Cedar Corp., Chicago (polish), 5 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 5 *sa* weekly, 52 weeks, thru J. M. Mathes Inc., N. Y.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand Cigarettes) weekly *ne*, 13 weeks, thru McCann-Erickson, N. Y.

WHN, New York

P. Lorillard Co., New York (Beechnut Cigarettes), 5 *ne* weekly, 52 weeks, thru Lennen & Mitchell, N. Y.
American Cigar and Cigarette Co., New York (Pall Malls) *sa*, 6 weeks, thru Ruthrauff & Rran, N. Y.

WWDC, Washington

E. Fougera & Co., New York (Medrex) *sa*, thru J. M. Korn & Co., Philadelphia.

Army Cancels Guest

WITHOUT explanation, the War Department cancelled the Aug. 27 guest appearance of Lt. John Kimbrough, former Iowa football star, on NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co. Lt. Kimbrough participated in the Army Relief Fund baseball game Aug. 30. His appearance on the program was to get in a plug for the benefit event. Despite belief to the contrary, Los Angeles spokesmen for the War Dept. said Kimbrough's cancellation cannot be interpreted as affecting all radio guest appearances of men in uniform. It was explained that Army officials in Washington had their own reasons for removing Kimbrough from the broadcast. General belief in Hollywood radio is that uniformed men hereafter will be severely restricted in their appearances on transcontinental commercials.

RCA-VICTOR PLANS NATIONAL SERIES

RCA-VICTOR MFG. Co., Camden, N. J., will launch one of the largest institutional advertising campaigns in its history in September. The announcements will be used in conjunction with magazine ads to keep the public aware of the activities of the company, now converted from the manufacture of phonographs and radios to war production. The drive will also promote the Company's "Beat the Promise" war production campaign, to encourage more war industries to adopt the idea.

Project is scheduled to last one year. No further details are available for the present on the radio campaign, which will be on a national basis. Company tapered off advertising as its factories were converted to war production during the early part of the year, it is currently using a recorded music show *Music You Want*, and George Putnam, news commentator, on WEAF, New York.

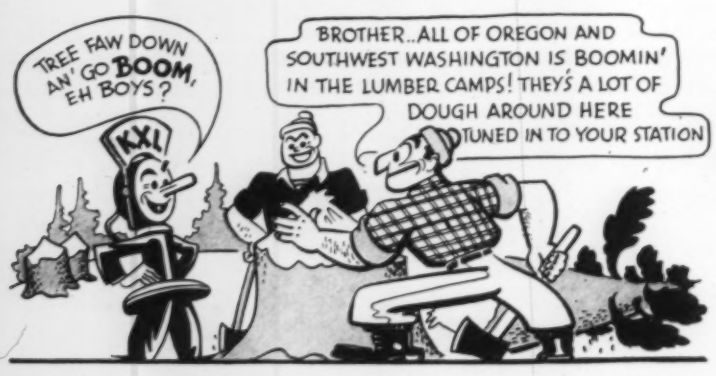
Lord & Thomas, New York, handles the account.

Charlie Resumes

STANDARD BRANDS Inc, New York (coffee), through J. Walter Thompson Co., that city, after a nine-week summer layoff, on Sept. 6 resumes for the 14th consecutive season the weekly half-hour *Charlie & Sanborn Show* on 92 NBC and CBC stations, Sunday, 8-8:30 p.m. (EWT). Edgar Bergen with his Charlie McCarthy will continue to be featured. Don Ameche is being added to the cast as m.c. He will also be teamed in dramatic spots with guest talent. New to the show is Dale Evans, 20th Century Fox film actress and former vocalist of WBBM, Chicago. Ray Noble is again musical director. There will be no regular announcer, commercials being handled by the cast. Anthony Stanford is agency producer with Joe Bigelow heading the writing staff.

Autocar on Blue

AUTOCAR Co., Ardmore, Pa., used the entire BLUE network Aug. 27 for a half-hour broadcast of ceremonies in connection with the award of the Army-Navy "E" for the company's production record. Program was aired 4:30 p.m. Gray & Rogers, Philadelphia, handles the account.


TREE FAW DOWN AN' GO BOOM, EH BOYS?
KXL
BROTHER..ALL OF OREGON AND SOUTHWEST WASHINGTON IS BOOMIN' IN THE LUMBER CAMPS! THEY'S A LOT OF DOUGH AROUND HERE
TUNED IN TO YOUR STATION

Reps.—Joseph Hershey McGillvra

Adv.

Go over the top with Montana's Z net.

New York-Chicago Reps.—The Walker Company

Adv.

Radio Advertisers

MARIN DAIRYMEN's Assn., San Francisco (Marin-Dell milk), has renewed for 52 weeks its *Marin Dell Amateur Hour* conducted by Dean Maddox, on WFRC, San Francisco, for the eighth consecutive year. Program is heard one hour weekly. Agency is Richard Byrne Adv., San Francisco.

MINNESOTA MILK Foundation will present *Sunday Afternoon News* on KSTP, Minneapolis, weekly, and the St. Paul Book & Stationary Co., has taken a long-term contract on the 7:30 a.m. Saturday *Morning Newspaper of the Air*. Meanwhile Richman Bros. has renewed *Highlights in Headlines*, tri-weekly 5:45 p.m. period.

FRANK H. FLEER Corp., Philadelphia (Dubble Bubble Gum), has named J. D. Tarcher & Co., New York, as agency. Although company has used spot radio in the past, none is contemplated for this fall's campaign.

LIEBMANN Breweries, Brooklyn, will sponsor broadcasts of Fordham U home football games on WJZ, New York, and WTIC, Hartford, with WJZ announcers Joe Hasel and Paul Douglas at the microphone. Young & Rubicam, New York, handles the account.

NATIONAL AERONAUTICS Council Inc., New York (*Aircraft Spotters Guide*) has started a series of news digest programs on KPO, San Francisco. Agency is Huber Hoge & Sons, New York.

J. W. ROBINSON Co., Los Angeles (department store), for its annual autumn sale, in a seven-day campaign starting Sept. 6 will use more than 50 transcribed day and night announcements on four stations in that area. List includes KNX KFI KECA KFWB. Agency is the Mayers Co., Los Angeles.

GOLDEN AGE Corp., Los Angeles (macaroni), out of radio for some time, in a 26-week campaign starting Sept. 13 will use 28 time signal announcements weekly on KECA, that city. Other West Coast radio is contemplated. Agency is Brisacher, Davis & Staff, Los Angeles.

MULLER BROS., Hollywood (auto service), to promote Protegom, a new rubber treatment prolonging life of tires, in a test campaign, started Aug 26 is using daily transcribed announcements on three Southern California stations: KNX KMPC KFWB. If test is successful, other West Coast radio is contemplated. Agency is the Mayers Co., Los Angeles.

TRIANGLE RESTAURANTS, Chicago (chain), has started sponsorship of the news by Guy Wallace and Jim Dudley, quarter-hour five days weekly on WCFL, Chicago. Agency is C. Wendell Muench & Co., Chicago.

Here Next?

NORTHERN QUEBEC Milk Distributors presented a series of quarter-hour interviews and spot announcements on CKRN, Rouyn, Que., and CKVD, Val D'Or, Que., to explain new regulations governing the sale of milk. Using interviews between householders and dairy proprietors, the programs explained in detail why consumers can no longer buy milk on credit, and publicized the urgent need to return empty milk bottles.

THE *Philadelphia Record*, inaugurated a radio campaign on Aug. 28 for the *American Weekly* supplement of its Sunday edition. *Front Page Dramas*, transcribed dramatizations of articles appearing in the supplement, are scheduled weekly on four stations in the territory. The transcriptions are carried on Fridays at 2:15 p.m. by WCAM, Camden, and by three Philadelphia stations on Sundays—WIBG, 12:15 p.m.; WHAT, 4 p.m.; WDAS, 7:45 p.m. The schedules were arranged on a time-for-space swap with the stations.

EMMCO INSURANCE Co., South Bend, has started sponsorship of a quarter-hour sportscast three nights weekly on WMAQ, Chicago, by Lynn Waldorf, football coach of Northwestern U, and Francis J. Powers, sports columnist of the *Chicago Daily News*. Agency is MacDonald-Cook Co., South Bend.

O'KEEFE & MERRITT, Los Angeles gas stove manufacturers, after an approximate four-month lapse, on Aug. 25 resumed its thrice-weekly quarter-hour newscast on KFI, that city. Contract is for 52 weeks. Richard B. Atchison Adv., Los Angeles, has the account.

CONSOLIDATED Drug Trade Products, Chicago (Kolorbak), on Sept. 1 starts sponsoring a weekly half-hour transcribed serial, *The Morgan Family*, on KPAS, Pasadena, Cal., for 52 weeks. Schedule will be increased to one hour daily starting in late October. Agency is Benson & Dall Inc., Chicago.

You keep customers when you KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

WHKY

announces the completion of its new transmitter — 5,000 watts day and 1,000 watts night — on 1290 kilocycles. This increased power and our new directional antennae system makes WHKY the No. 1 buy for single medium coverage of the rich Western North Carolina market.

WHKY BLUE NETWORK
HICKORY
NORTH CAROLINA

WAY OUT IN FRONT
FOR COMPLETE, INEXPENSIVE COVERAGE OF BALTIMORE!
WCBM
BLUE NETWORK
National Reps.: Spot Sales, Inc.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Cut in Army Publicity Force Stymies N. Y. Radio Central

Warning System Rendered Ineffective as Result Of Action, Pettey Says in Letter to Price

ARMY public relations officials at Washington headquarters have under advisement a complaint of the Radio Central Committee in the New York metropolitan area — set up to coordinate emergency wartime operations — against the recent order of Secretary of War Stimson reducing the number of public relations officers in the field.

Mr. Pettey

Herbert L. Pettey, director of WHN, New York, and chairman of the committee, on Aug. 24 advised Byron Price, Director of Censorship, that reduction of the public relations staff in the New York command to two officers and four men would not make it possible for the Army to furnish adequate information to the radio group and would render the cooperative plan "completely useless".

Mr. Price said the problem was the Army's and that while his office was vitally interested, it had no control whatever over the public relations organization of the armed forces.

Action Foreseen

At the War Dept., it was learned that Maj. Gen. Alexander D. Surles, director of public relations, and his chief deputy, Col. Ernest R. Dupuy, had the whole matter under advisement. It was predicted that remedial action would be taken.

Secretary Stimson's order, curtailing public relations units in the field and centralizing operations under Gen. Surles, came in the wake of the "phoney air marker" story which had emanated from the New York public relations office. Under this order, all field and corps public relations units are to be curtailed, effective Oct. 1. The plan has not been made fully effective, however, and alterations can be made, it was pointed out.

The full text of Mr. Pettey's letter to Censorship Director Price, which has been referred to the Army for action, follows:

On May 13, 1942, you made a confidential broadcast to all radio station operators, relative to the Army Defense Command. You stated in this broadcast that it was your desire to have all the facts clearly and quickly given to the radio stations by the Army Defense Commands for the purpose of dissemination to the listeners.

On May 31, Lt. General Drum of the U. S. Army and Ranking General of the Eastern Defense Command, gave out a confidential regulation relative to the dissemination of news to the public, which set up for the Eastern Defense Command a formula under which all the radio stations in this area would operate in time of an emergency.

Shortly after this, the radio stations in the Greater New York area made and formed an organization known as Radio Central. The purpose of this organization is to cooperate fully with the Eastern Defense Command and its Public Relations Section located at 90 Church St., New York City. Radio Central acts as a single disseminating unit for all the various radio stations located in this area. In all, 15 stations, including CBS, NBC, MBS and the BLUE Network, are members of Radio Central.

Stations Tied In

Radio Central has set up, with the full approval and cooperation of the Eastern Defense Command, a broadcasting system with wires connecting all the stations belonging to the group. We have hired personnel to cover this Radio Central 24 hours a day, seven days a week. This personnel works in cooperation with the Army personnel of the Public Relations Section at all times. Needless to say, this has been done with great initial expense and further obligations were made necessary for telephone lines, salaries and other overhead.

The Executive Committee of Radio Central was informed last week by the Public Relations Section of the War Dept. of Order AG020.4, under date of 8/13/42. This order calls for a decrease of two officers and four men in the personnel of the Public Relations Section, and we do not believe that such a reduced personnel can adequately furnish to Radio Central the information to be given to the 55 million people who live in the Eastern Defense Command area. This inability to furnish the information renders our plan completely useless.

'Break in Faith'

I am calling this to your attention for I believe this new order constitutes a break in faith between the War Dept. and the Radio Central of the Eastern Defense Command. I might add that this new order makes it impossible for us to give out information quickly and clearly to the public during an emergency such as you requested us to do in your confidential broadcast of May 13.

Obviously, if they do not have the manpower necessary to furnish us with the information, we will be unable to receive and broadcast it. We feel that, unless adequate personnel and facilities are maintained in the Public Relations Section of the Eastern Defense Command, the entire plan that you proposed and that we have set up will break down, and all parties concerned may be blamed for errors and charged with lack of cooperation, when those errors and that lack of cooperation would be due only to a ruling which failed to take into consideration either the facts or the problems faced by news disseminating agencies, most particularly radio.

I would appreciate having from you a suggestion on how we might best continue our cooperation with the Bureau of Public Relations of the Eastern Defense Commands under the new Adjutant General's office order of May 13, 1942, to which I have referred.

GILLETTE SPONSORS ARMY GRID SERIES

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcasts of the eight game football series between the Army All-Stars and teams of the National Professional Football League on MBS, it was announced Friday. Arrangements worked out with Army officials resulted in Gillette obtaining exclusive broadcasting rights to the games for $25,000, which will be turned over to the Army Emergency Relief Fund.

Both the Eastern and Western Army All-Star Teams will participate in the contests with the professional teams. The Western Army team will meet the Washington Redskins in Los Angeles Aug. 28 and the Chicago Cardinals in Denver Sept. 6, these two games being broadcast on the West Coast only. Frank Bull and Braven Dyre of the Don Lee Network will announce.

Remainder of the series will be broadcast on approximately 130 MBS stations, as follows: Western Army Team vs. Detroit Lions in Detroit on Sept. 9, Eastern Army Team vs. New York Giants in New York, Sept. 12, Western Army Team vs. Green Bay Packers in Milwaukee Sept. 13, Eastern Army Team vs. Brooklyn Dodgers in Baltimore Sept. 16, Western Army Team vs. New York Giants in Syracuse, Sept. 19, and Eastern Army Team vs. Chicago Bears in Boston, Sept. 20. Jim Britt of the Yankee Network will give the play-by-play broadcasts of these six games.

All eight broadcasts will be shortwaved to the troops abroad, MBS stated. Maxon Inc. is agency.

Tennelly, Wills Back

AMONG the Americans returning home from Japan aboard the *Gripsholm*, which docked in New York last week, were Dick Tennelly of NBC and Walter R. Wills of CBS, both Tokio representatives of their networks. Tennelly, who was arrested when on his way to do his broadcast on Dec. 8 and who spent 177 days in solitary confinement in a Tokio jail, appeared with other refugee correspondents on H. V. Kaltenborn's NBC broadcast last Wednesday evening.

Beatty Joins NBC

MORGAN BEATTY, BLUE military analyst and commentator, will join NBC in the near future, according to the BLUE, which states that his place as editor of the Sunday *Weekly War Journal* has been taken by Roy Porter, who is alternate for Earl Godwin on the nightly Ford BLUE newscast.

Continental's New Show

CONTINENTAL BAKING Co., New York, will discontinue *Maudie's Diary* on CBS on Oct. 1, at the same time launching on that network *Bachelor's Children*, currently sponsored on NBC by Colgate-Palmolive-Peet Co. for Palmolive soap. *Bachelor's Children* will be carried Monday thru Friday probably in the 10:45-11 a.m. period for Wonder Bread, product now advertised on *Maudie's Diary*. Agency for Continental Baking is Ted Bates Inc., New York. Ward Wheelock Co., New York, handles Palmolive.

BRAINS, NOT BRAWN was contribution of this football-minded eleven to the Army Relief Fund game at the Los Angeles Coliseum, that city. In addition to special programs, broadcasters represented made a total of 158 transcribed announcements which were used on 29 Southern California stations. Gathered on the Camp Cooke (Cal.) Army training field to discuss details of the spot campaign are (l to r): Jack Lyman, producer of NBC, Hollywood; Paul Langford, announcer of KPAS, Pasadena, Cal.; Cliff Battles, backfield coach; Major Wallace Wade, head coach; Hank Weaver, announcer of BLUE, Hollywood; Col. J. C. Butner; Frank Bull, game publicity head; Lt. Col. Harold Browne, line coach; Roy Chambers, trainer; Doug Hatton, KMTR, announcer.

HOWARD CLOTHES IN NEW CONTRACT

HOWARD CLOTHES, New York, has just signed a contract calling for participations in a number of the most popular programs on WNEW, New York, which will give this retail clothing chain more than five hours a week of sponsorship on the station for 26 weeks, beginning Sept. 7.

Deal is unusual in that participations are all in live programs, rather than transcribed announcements. Norman Livingstone, account executive for Redfield-Johnstone, New York, agency placing the account, will assist the WNEW staff in producing the Howard programs.

The Howard schedule on WNEW includes five 10-minute periods a week on the early morning Hal Moore program, *Start the Day Right;* five five-minute spots weekly on the *Zeke Manners Hillbilly Gang* show, also in the morning; three quarter-hours weekly of Martin Block's *Make-Believe Ballroom;* five 10-minute periods per week on the evening *Dance Parade* series; five quarter-hour spots weekly on the all-night program, *Milkman's Matinee,* and sponsorship of two newscasts a week by John B. Kennedy plus this commentator's half-hour Sunday interview program, *Knowing the News.*

Programs will be promoted with prominent window displays in the 35 metropolitan outlets of the Howard chain of stores, featuring blown-up photographs of the WNEW artists appearing for Howard, and by display signs within the stores and giveaway cards. The program talent will also make occasional appearances at the stores to aid the sale of War Bonds. Howard's newspaper advertising will also devote space to call attention to the broadcasts.

Previous radio advertising used by the clothing chain has been chiefly network. Last winter Howard sponsored *Bulldog Drummond* on eight MBS stations.

If We Lose

DRAMATIZING what would happen if the Nazis were victorious, staff members of WFBL, Syracuse, portrayed themselves in a program that included "Quislings" and "Fifth Columnists." One of the series, *Of Thee We Sing,* which the station has offered for the past 30 weeks to promote the war effort, the broadcast was written by Jack O'Neil.

RUSS MORGAN records for LANG-WORTH

Hecker Plans

HECKER PRODUCTS Corp., New York, may resume sponsorship of *Lincoln Highway* on NBC for Shinola shoe polish, although no confirmation could be obtained from Benton & Bowles, New York, agency in charge of the account, which had sponsored the program for two years, discontinuing it June 6 because of packaging difficulties. Company is currently running a spot campaign for Jet Oil [BROADCASTING, June 8], using one-minute transcribed announcements on 35 stations, beginning Aug. 17 and continuing until Nov. 28.

'Superman' on Don Lee

DON LEE Network has purchased the broadcasting rights to *Adventures of Superman* for release on its 31 Pacific Coast stations five times weekly beginning Aug. 31. Broadcasts will be released Monday through Friday, 5:15 to 5:30 p.m. (PWT). The series will start out on a sustaining basis. Don Lee has launched a huge promotion campaign in connection with the feature.

IN TWO WARS
Elmer Wilrich, 1918 Veteran Drafted by Army

HISTORY repeated for Elmer Wilrich, for seven years sales manager of WTMV, East St. Louis, who was recently drafted into his second soldiering job. Just 24 years after he was called to fight the Kaiser, Mr. Wilrich, 46 pounds heavier, but still 1-A, was inducted into service.

Mr. Wilrich looks forward to a more comfortable uniform and better food than he had at Camp Bowie, Tex. in 1917. He leaves his WTMV post to Edward W. Paro, formerly of KSD and KMOX, St. Louis, who is well known in local and national advertising fields.

Command Performance

SPECIAL production of the War Department, Bureau of Public Relations Radio Branch show *Command Performance* was held in the National Theatre, Washington, last Sunday before a packed house of servicemen and Washington officials. More than a dozen stars of stage, screen and radio were in the cast, including Bing Crosby, Kay Kyser and his orchestra, Dinah Shore, Edward Arnold, Greer Garson, Charles Laughton, James Cagney, Ann Rutherford, Irene Dunne, Hedy LaMarr, Abbott & Costello, Larry Adler and Dr. Frank Black. A weekly program shortwaved to Army outposts throughout the world, *Command Performance* has been on the air six months.

FDR TO BE HEARD IN THREE SPEECHES

PRESIDENT ROOSEVELT will address the nation in three broadcasts, all scheduled to be carried on the four major networks within a period of eight days. Highlight of the three talks will be the Labor Day broadcast, Sept. 7, sometime between 10 and 11 p.m., when the President will give the nation his views on inflation and the rising cost of living.

First of the addresses will be Aug. 31. on the occasion of the dedication of the new Navy Medical Center in Bethesda, Md. and the one hundredth anniversary of the founding of the Navy's Bureau of Medicine & Surgery. Speech will be heard at 4:30 p.m. Arrangements are being made for the talk to be shortwaved to all Navy units and hospitals throughout the world where representatives of the bureau of Medicine and Surgery are on duty.

The President will be heard three days later, Sept. 3 in a broadcast scheduled for 12:30 p.m. in an address directed to the International Student Service Assembly.

The President broke all radio audience records with his Dec. 8 and Dec. 9 speeches, as rated by the Cooperative Analyses of Broadcasting. His appeal for declaration of war, at noon the day after Pearl Harbor attained a rating of 65.7% and the all night-time listening levels with a rating of 83%.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WIN your share of the $250,000,000 being spent yearly for daily necessities by 550,000 * Poles in the Metropolitan Area.

LOSE no time—Investigate the success story of 14 advertisers using our Polish hours for a total of 73 ** years.

DRAW satisfactory profits by reaching this market efficiently and at an extremely low cost. Our facilities make this possible.

* U. S. 1940 Census Figures

** Details on Request

1480 Kilocycles — Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.

Tel.—Plaza 3-4204 — 29 West 57th Street, N.Y.C.

Think of
CLARK
•
synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

Rockefeller

(*Continued from page 18*)

scription projects will be *Great Artist Series*, which went into production late in August. This will be a series of 52 one-hour programs offering the greatest show names in the United States to Latin American listeners.

Featured will be such artists as Bing Crosby, Nelson Eddy, Gladys Swarthout, Conrad Thibault, Yehudi Menuhin, Kay Kyser, Kate Smith, Irving Berlin, Xavier Cugat, Deanna Durbin, and dozens of others who have offered their talent liberally and whose work is supervised largely in the OCIAA Hollywood office headed by Jack Runyon. Plans are now underway to obtain for this series the greatest distribution of any single program broadcast in Latin America.

Advertiser Cooperation

Another phase of the Radio Division's activity which is now getting increased attention is export advertiser cooperation. The Division's objective, according to Mr. Francisco, is twofold—to enlist the cooperation of advertisers now using Latin American radio in giving increased attention to Pan American solidarity in their programs; and to encourage non-advertisers to become active.

Mr. Rockefeller recently extended invitations to some 500 export advertisers to cooperate in a broad plan that is to include not only radio but newspapers, mazazine, and other media distributed throughout Latin America.

While the Radio Division's chief concern is telling Latin America about its Northern neighbor, it also is active in disseminating news about Latin America to U. S. listeners. In this effort, networks, transcription companies and wire syndicate services are cooperating. A series of programs titled the *South American Way*, released by the OCIAA, was recently sent by Standard Radio to its list of 300 U. S. radio stations. Another program, *Let's be Neighbors*, produced in cooperation with Transamerican and especially recorded in Mexico City, is being released to 720 U. S. stations.

2,000 Programs

By the end of this summer, the OCIAA Radio Division will have arranged or released material in cooperation with nearly 2,000 individual commercial radio programs carried on the four U. S. networks, ranging from single announcements within a program to complete programs.

"It can be expected that the activities of the Radio Division will be greatly accelerated within the next few months," Mr. Francisco stated to BROADCASTING. "The scope and urgency of our activities can be gauged by the fact that six months ago our office was concerned solely with two news programs a week. Today we have an elaborate project of dramatic, musical and documentary shortwave broadcasts, to say nothing of our rapidly growing transcription activity."

STAR STUDENT of the NBC-Northwestern U Summer Radio Institute selected by faculty members is Ann Keith (second from left), dramatics teacher of Winnetka, Ill., high school. A check for full tuition and a graduation certificate elicits a smile from Miss Keith as Harry C. Kopf (left), vice-president and general manager of NBC-Chicago, makes the presentation. Onlookers are Judith Waller, public service director of NBC-Chicago, and Albert Crews, director of the Institute and chairman of the radio department of Northwestern U.

NBC War Aid Rises

AN INCREASE in time and facilities alloted to the war effort during the first half of July is reported by NBC with the announcement that it devoted 51 sustaining shows for a total of 19 hours and 5 minutes to the nation's war program July 1-15, as compared to 45 programs, totaling 16 hours and 22 minutes of time during the last two weeks in June. Total time set aside for this purpose in the first two weeks in July, including commercials and announcements, was 27 hours, and 27 minutes, as against 25 hours and 8 minutes for the preceding two weeks

News for Down Under

JOHN B. HUGHES, MBS West Coast commentator, has added a review of national news events for shortwaving to the AEF in Australia, to his schedule of four-weekly programs on MBS. The Australian newscast is recorded and flown to San Francisco, then beamed to Australia. At the other end, the Australian Broadcasting Co. transcribes and rebroadcasts the program.

WGEO Begins Operating New 100-kw Transmitter

NEW 100,000-watt shortwave transmitter, is now operating full strength for WGEO, one of the two General Electric international broadcasting stations at Schenectady, N. Y. The transmitter replaces one of equal power released at Government request last December to KWID, San Francisco to increase California shortwave facilities in combatting Japanese propaganda in the Pacific.

WGEO beams English language programs to American forces in the Pacific. In addition, it carries English, Spanish or Portugese programs to South America, and Czech and English programs to Europe. Like its sister station at Schenectady, WGEA, the new 100,000 watt unit uses Alexanderson directional antenna which increases power in a given direction 10 to 20 times.

Radio Construction

TO FAMILIARIZE prospective customers with the various types of construction performed, Lockwood Greene Engineers, New York, have prepared a pictorial brochure depicting the variety of projects completed by the company. In radio, work has been done for WSYR, Syracuse; WABC, New York; WBT, Charlotte; WJSV, Washington; Westinghouse Electric and Mfg Co.; WEAF, New York; WJZ, New York and WRC, Washington.

"Are you sure, Sir, we won't be interfering with the reception of WFDF Flint Michigan?"

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

IN THE CONTROL ROOM

ERT BROWN, formerly of WFBC, Greenville, S. C., and Richard Adams from WLAP, Lexington, Ky., joined the engineering staff of WLW, Cincinnati. They replace Jim Kimbrel, now at Great Lakes Training School, and Kenneth Cox, who joined WJSV, Washington.

CLIFF MILLER, transmitter engineer of KOY, Phoenix, has joined the Army Air Force as second lieutenant. Blair Austin, formerly traffic department secretary, has been assigned to the control room.

RICHARD TROMPETER, former studio engineer of KFRU, Columbia, Mo., is now a transmitter maintenance man at KSD, St. Louis.

JACK YATES, graduate of Capitol Radio Engineering Institute, Washington, is now on the engineering staff of WTAR, Norfolk, Va. Robert Royal, another CREI graduate, is with WPTF, Raleigh, N. C.

JOHN W. CHRISTENSEN, transmitter operator of KSL, Salt Lake City, has joined the research staff on national defense at Harvard.

ARTHUR SEATON, engineer of KSAL, Salina, Kan., has joined a nearby construction company engaged in war work.

DICK KULP and Bruce Carter have been added to the control staff of WTTM, Trenton, N. J.

EDWARD L. MYERS, engineer of WHN, New York, is on active duty as first class petty officer with the Coast Guard.

BOB MORRISON, chief engineer and vice-president of WMRN, Marion, O., was the father of a son born August 17.

FRANK CASTANIE, assistant supervisor in the engineering department of KMOX, St. Louis, has been commissioned a first lieutenant in the Army Air Forces, Troop Carrier Command, Miami Beach. He has been replaced at KMOX by Gene Poteet, former studio technician for the St. Louis police radio department.

CARL CAMPBELL, engineer of CBS, Hollywood, has been inducted into the Army.

CLIFFORD MacDONALD, recording engineer of KHJ, Hollywood, and Iris Ray Burleson of Inglewood, Cal., were married Aug. 14.

OLIVER SUMMERLIN, control engineer of WBT, Charlotte, N. C., has joined the Navy's communication branch.

FLIGHT LT. W. W. GRANT and Flying Officer A. G. Sheffield, of the operating staff of CBK, Watrous, Sask., have joined the Royal Canadian Air Force.

GORDON FRASER and Leslie Jackson, studio operators of the Canadian Broadcasting Corp., Winnipeg, have joined the Royal Canadian Air Force.

JOHN GIBBS, formerly engineer of KOY, Phoenix, recently graduated as second lieutenant from the Officers' Training School at Scott Field, Ill.

PILOT ENGINEERS
Of WJR Now Serving With Civil Air Patrol

TWO CONTROL engineers of WJR, Detroit, are up in the air—literally.

Convinced of the importance of staying on their radio jobs but still eager to contribute something to the war effort, William Haboush and Nel Nolan, both of the WJR engineering staff, are active in the Civil Air Patrol, the former as a pilot and the latter as communications officer. Haboush recently was named commander of Squadron 632-2 with 126 members, 58 of whom are pilots. One of the members of Haboush's squadron is Gar Wood, famed boat racer.

With a patrol base in Louisiana, the Michigan Civil Air Patrol is supplying flyers and planes to patrol the Gulf of Mexico against the submarine menace. The ships patrol in pairs covering an area extending about eighty miles from the coast.

C. T. JAMES of McNary and Wrathall, radio engineers, Washington, has been commissioned a lieutenant in the Naval Reserve.

HUGH COLLINS, formerly of the transcription department of WHK-WCLE, Cleveland, has joined WRRN, Warren, O.

WALTER CARRUTHERS, sound technician of KHJ, Hollywood, has joined the National Division of Radio Research, San Diego, as an associate engineer.

GEORGE LEWIS, acting technical supervisor of WCAU, Philadelphia, became the father of a son, George Paul, born Aug. 21.

RMA Completes Work On Transmitter Group

COMPLETION of the new Radio Manufacturers Assn. transmitter division was announced and a program adopted to aid its function at a meeting of the division's executive committee in New York, Aug. 19. With G. W. Henyan presiding as chairman, the executive committee selected Walter A. Evans, Westinghouse Electric Mfg. Co., to represent the division on the board of directors, together with W. P. Hilliard, Bendix Radio.

A committee organization was arranged for the transmitter division consisting of: B. Ray Cummings, Farnsworth Television & Radio Corp., Fort Wayne; T. A. Smith, RCA Mfg. Co., Camden, N. J.; Charles M. Srebroff, Radio Engineering Lab., New York, and C. J. Burnside, Westinghouse Electric & Mfg. Co., Baltimore.

TO FILL a Sunday television void heretofore existing in the New York City area W2XWV, the video outlet of the Allen B. DuMont Labs., is now broadcasting more than an hour's entertainment each Sunday starting at 8:30 p.m.

Roy A. Weagant

ROY A. WEAGANT, pioneer radio engineer and inventor and winner of the Morris-Liebmann award in 1919 for his invention of a device for eliminating static interference with wireless messages, died Aug. 23 in Sherbrooke Hospital, Newport, Vt., at the age of 61. A graduate of McGill U, Mr. Weagant was chief engineer of Marconi Wireless Telegraph Co. from 1915-1920 and consulting engineer of RCA for the next four years. In 1924 he became vice-president and chief engineer of De Forest Radio Co. and recently he served as consultant and patent expert of RCA. He is survived by his widow, Isobel L. Reichling Weagant.

'Ham' Ingenuity

MATERIAL shortages offered considerable trouble to radio amateurs setting up the new War Emergency Radio Service for emergency communication between air-raid wardens, police, ambulance and other strategic services, but native ingenuity came to the rescue. The nation's accumulation of discarded broadcast receivers is being tapped for salvageable equipment. Though the parts they contain are not useful for shortwave transmitters and receivers, the amateurs are getting metal and wire to make parts which cannot be bought over the counter. Some things, like vacuum tubes and filter condensers, cannot be made at home but by concentrating on primary types manufacturers can meet most important needs.

DR. WHEELER NAMED FOR IRE PRESIDENCY

MAIL BALLOTS covering election of 1943 officers of the Institute of Radio Engineers were received by the membership last week, with Dr. Lynde P. Wheeler, chief of the FCC Engineering Department's technical information section the single nominee for president. The ballots must be returned by Oct. 26, after which they will be counted and the elections announced.

Nominated for vice-president, an honorary post which annually goes to a distinguished foreigner prominent in radio, was Frederick S. Barton, chief of the British Air Commission's radio division in Washington.

Six were nominated for directors, three to be elected: Prof. Wilmer L. Barrow, Massachusetts Institute of Technology; Prof. Carl C. Chambers, U of Pennsylvania; Elmer W. Engstrom, director of RCA Princeton Laboratories; Frederick R. Lack, vice-president and manager, Western Electric radio division; Frederick B. Llewellyn, circuit research engineer, Bell Laboratories; Harold A. Wheeler, Hazeltine Service Corp.

PAT V. JAMES, Laurel, Miss., trading as the N-A Co., selling a medicinal preparation variously designated as N-A 7, Vicine, Nature's Aid and N-A, has been ordered by the Federal Trade Commission to cease and desist certain representations of his product. The FTC, in its order, finds that James, through broadcasting and other media, has made a number of claims for the product which "are grossly exaggerated, false and misleading."

Tired of Boasting?

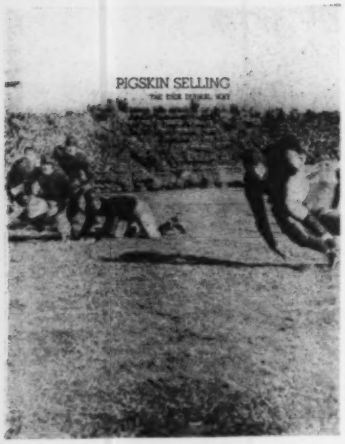
Are you one of the manufacturers whose output goes to the war effort . . . who wants to preserve friendly relations with the public?

Do you feel the public is getting a little tired of big space advertisements that say "What a fine fellow am I?"

Then here's a suggestion. Just *be* a good fellow . . . entertain the public. Give them the kind of radio shows they want, over Ontario's most popular station—and sign your name to it! They'll appreciate *it* and remember *you!*

CFRB
TORONTO
860 KILOCYCLES

TO SELL ARIZONA
KOY
PHOENIX
550 KC
"That Explains the Coverage"
CBS
Affiliate Station WLS Chicago
JOHN BLAIR & COMPANY



This
20 page 5 color Brochure
ANSWERS
THE PROBLEMS
OF SELLING
BY
FOOTBALL
your copy
(If you're a Station or Agency)
at
RADIO EVENTS, INC.
535 5th Ave., N. Y. C.

Shortwave Policy

(*Continued from page 13*)

them because it was played after a speaker from Belgium sat down, I was told in great surprise by the spectator next to me that it was the Internationale!)

5. *Remember the over-the-shoulder listener.*

This is a rather obvious suggestion, but it is mighty easy to send along a program one night to one country complimenting that nation on having the finest roads, we'll say, in South America, and another program to another country a night or two later saying the same thing to the second country. They do not need to be next door neighbors to hear both programs. (I sit in Washington very often listening to broadcasts from London intended for South Africa—just to give you an idea of the spread of even directionalized signals.)

6. *Always say when the next program in the language in which you are speaking will be heard.*

This is particularly important for American shortwave stations, for we are probably faced with a tougher language coverage problem than any of the other big broadcasting nations. And, a listener who speaks but one language is asked for too much when he is asked to listen through several broadcasts of a strange language to be sure not to miss the next one in his own language. Special program sequences, of course, require special treatment. Some very excellent treatments are on the American shortwave air today.

7. *Apply American radio showmanship methods to all programs.*

There are those who believe that a program produced for foreign consumption should be presented in the format usually used in that nation. Anyone who listens to foreign programs for very long will wonder how the listener has stood for it so long. There can be little doubt that the extraordinarily fine production technique developed in the highly competitive commercial American system of radio will be equally effective abroad. There is no better way to demonstrate our abilities than in this way; it shows us for what we are—alive, vivid and on the ball.

We Can Be Dominant

If this is done, we stand to be in the future the dominant broadcasting nation in the world, just as we are tops domestically now. The race for international radio associations is on, and our amazing ability in this direction gives us an edge we cannot toss aside. World lines and associations and markets are being thrown topsy turvey today by the war and our radio signal will be the first to represent our interests wherever we want them represented as the pieces fall to the floor and begin to form a peacetime pattern.

It's a stupendous job, well started.

HOLLYWOOD news and music will be featured in an NBC shortwave series titled *Highlights From Hollywood* which will be beamed to Europe each Saturday, starting Sept. 5 and to Latin America on Tuesday, starting Sept. 8.

PAID RADIO COLUMN
WCAU Buys Daily Section in Local Newspaper

A RADIO CHATTER column, as paid advertising, was introduced as a station promotion stunt in the *Philadelphia Inquirer* by WCAU, Philadelphia. In treatment of news, typography and general format, it has the style and appearance of a regular editorial radio column copy, complete with title, *This Is Radio*, and a by-line, LeRoy Hayden, pen name hiding the identity of Ken Stowman and Harry Murdock, the station publicists.

While items for the most part cover WCAU and CBS, the column also draws from the other networks without mentioning call letters. The column appears daily in the *Inquirer* and utilizes space on a swap arrangement with the newspaper. A slug, in small type, identifies the column as an "advertisement". At the present time, no Philadelphia newspaper carries a daily radio news or chatter column. It is also intended by the station to syndicate the column to newspapers in the station's average area.

Television and F
Await War's E
Wakefield Sees Two Ar
Bright Spot in Future

TELEVISION and FM broad
ing appear as the bright
the post-war radio picture,
missioner Ray C. Wakefield
the Public Utility Section o
American Bar Assn., meeting
annual convention in Detroit
Tuesday.

Mr. Wakefield expressed the
"that just as radio emerged
the first World War as an in
try of great national significa
the coming of peace will find
dio an even more advanced medi
of communication." He said th
television and FM present "
tinct possibilities" as post-war
dustries "to take up the inevitab
slack in employment and produ
tion that comes with the release
armed forces and the closing of w
industries."

Subversive Activity

War work of the Commis
was dealt with to some extent
Mr. Wakefield, particularly
work of the FCC's Foreign Broa
cast Intelligence Service which
said was a "comprehensive age
cy for detecting subversive activi
on the air".

He explained that the FBIS ha
grown from a "small but capab
staff of monitors whose primar
duty was to 'police' the air"
a unit now employing more tha
700 persons. It was explained tha
the FBIS does not attempt coun
ter-propaganda—it furnishes its
findings to other Government agen
cies set up for that purpose such
as the Office of War Information
and Coordinator of Inter-American
Affairs.

The major portion of Mr. Wake
field's address was devoted to the
regulatory problems the FCC has
faced since Pearl Harbor. Particu
lar emphasis was placed on the
communications needs of the mili
tary, especially in the telephone
and telegraph fields. This has com
plicated the regular or routine
work of the FCC, he said, in ad
dition to creating new duties.

WRUL Names Cooke

DWIGHT COOKE, producer of
Drew Pearson's Sunday evening
news broadcasts on the BLUE, has
been appointed program director of
WRUL, Boston international sta
tion. He succeeds Douglas Schnei
der, who has joined the New York
staff of the Office of War Informa
tion as assistant head of the pro
gram division, and like Mr. Schnei
der he will make his headquarters
in WRUL's New York offices. Mr.
Cooke, who will continue handling
Drew Pearson's show for the time
being, has been a consultant to
WRUL for the last six months. As
a free-lance producer he assisted in
the start of the *Chase & Sanborn
Hour*, was at one time editor of the
March of Time broadcasts and was
a member of the CBS program de
partment.

MR. TIME BUYER—

This Fall and Winter WSOC will carry more NBC commercials than ever before—

This means more listeners to your spot message.

Why not call the nearest Headley-Reed Co. office for availabilities—

Sincerely,

WSOC

CHARLOTTE, N. C. • NBC

National Rep.

HEADLEY - REED CO.

NEW YORK - ATLANTA - SAN FRANCISCO - CHICAGO

C COORDINATOR of program promotion, Irene Kuhn, is guest of or at a luncheon arranged by officials of WOW, Omaha, during a nt western speaking tour. At Mrs. Kuhn's left is De Emmett Brad-w, president of Woodmen of the World, owners of WOW.

LOANS STIMULATED BY RADIO

Los Angeles Bank Finds Medium Sustains Business Hit By War Curtailments

URING the past several years, dio advertising has been of major d in increasing our installment n business. During recent nths, it has helped to bridge over e gap in volume due to the cur-ilment of automobile sales, re-rictions on installment purchases, c. In the months ahead, we ex-ect it will assist us in getting our roper share of installment loans f the type encouraged under the vernment's policy, such as those r essential home repairs, expan-on of housing units in critical ar areas, medical and hospital re, etc."

This summary by D. Z. Albright, sistant vice-president, in charge f the Installment Loan Division of e Security-First National Bank f Los Angeles, is based on con-tent use by his bank of spot an-uncements on 11 California radio tations in recent years. List in-ludes KFI, KNX, KHJ and KFVD, os Angeles; KPAS, Pasadena; TKC, Visalia; KVEC, San Luis Obispo; KXO, El Centro; KMJ, Fresno; KTMS, Santa Barbara; VOE, Santa Ana. Placement is hrough Dana Jones Co., Los An-eles.

Public Guidance

Mr. Albright believes that radio as been particularly valuable to is organization during the months ast past when the public has eeded guidance with respect to the ype of loans the government was ncouraging and those being re-tricted. As result of close coopera-ion with the Government's policy, he Security-First National Bank's volume of personal loan business during the early months of this year was only 3% below 1941. Comparable figure for the 12th Federal Reserve District, in which the bank is located, was 8%, and for the entire United States, 12%.

In serving a large part of the Southern California area, Mr. Albright counts as one of the advantages of radio advertising the ability to change the commercial message at low cost to meet the individual needs of the community served. Repair loans may be featured in one area, crop production loans in another, etc. in addition to the over-all copy which fits all of the bank's 115 branches. In his experience, Mr. Albright has found that installment borrowers frequently mention the announcements heard over the air, and that changes in copy or policy, offering of new services, etc., are immediately reflected in comment across the counter.

KPQ's CP Reduced

REDUCTION of the construction permit of KPQ, Wenatchee, Wash., from 5,000 watts to 1,000 watts was granted the station last week. KPQ had originally been issued a CP by the FCC for the 5,000 watts with a change to 560 kc., although they had only asked for an increase to 500 watts night and 1,000 day. The station has been operating since, however, with a special service authorization on 560 kc. with 500 watts night and 1,000 day. Present licensed power is 250 watts on 1490 kc.

Pepsodent Ready

CONTINUING its policy of originating broadcasts from military bases and camps, Pepsodent Co., Chicago (toothpaste, powder), following a summer layoff, on Sept. 22 resumes the weekly half-hour *Bob Hope Show* on 128 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Besides Hope, the program will continue to feature Jerry Colonna, comedian, and Frances Langford, vocalist. Barbara Jo Allen, comedienne, in her Vera Vague characteristization, will also be featured. Complete cast lineup has not been announced. Skinnay Ennis has been re-signed as musical director. With Bob Stephenson having resigned for Army service, Thomas Conrad Sawyer will be in charge of production. Norman Morrell, Hollywood vice-president and radio manager of Lord & Thomas, agency servicing the account, will direct.

AFRA, CBS Complete WABC Talent Contract

CONTRACT between American Federation of Radio Artists and CBS covering staff announcers and producers at WABC, network's New York key station, was completed last week when the union and network agreed that this renewal should terminate Nov. 1, 1943, same date as the AFRA contract covering network programs, and also agreed on wages for the interim period, said to be the same as under the previous contract for minor adjustments.

When representatives of AFRA and CBS failed to agree on these two points last spring it was decided to put the renewal contract into effect without them on July 2 and to submit the questions of wages and term of the contract to the New York State Mediation Board at its meeting in August, the ruling of the Board to be retroactive to July 2. Matter was settled by the company and union, however, without having gone to arbitration, AFRA reported.

MILES BUYS TIME IN LATIN AMERICA

MILES LABS., Elkhart, Ind. (Alka-Seltzer), will launch a 12-month campaign in Latin America sometime in the fall, entailing an increase in both newspaper and radio advertising. More stations will be added to the present schedule, and announcements will include slogans on the theme of democracy, intended to further the program outlined by the Coordinator of Inter-American Affairs for a better understanding between the Americas.

Miles' expanded advertising in countries below the Rio Grande parallels that announced by E. R. Squibb Co. [BROADCASTING, Aug. 10] and bears out the announced aims of the newly-formed Assn. of Export Adv. Agencies [BROADCASTING, Aug. 17]. Agencies of both firms are members of the Association. Dorland International handles the Squibb foreign accounts, and Export Adv. Agency handles Miles Laboratories advertising abroad.

In addition to increasing its spot announcements, Miles is renewing *Lum & Abner* on Puerto Rico, Newfoundland and Panama stations.

Write, wire or phone about the

5 minute NEWS periods for sale on

WINX

Washington's Own Station

NEWS every hour ON THE HOUR

cover America's greatest market at less cost

National Representatives

E. FOREMAN CO.

New York - Chicago

I Want more sales in Central New York?

buy MAINE *Strength*

WGAN

560 KC

5000 WATTS

—Portland, Maine—

KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

WDBJ for Southwest Virginia

5000 WATTS, DAY AND NIGHT

ROANOKE • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

The Twin Port Cities of
DULUTH-SUPERIOR
BUY 19.2% MORE FOOD
than
NORFOLK!
KDAL
Duluth, Minnesota

EXTRA BASE HITS with WCHS CHARLESTON W. VA.
5,000 WATTS
On 580 · CBS

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.

GRABBY GABBERS competing for the mike to see who can sell the most War Bonds over WMAQ, Chicago, in the station's current War Bond selling contest are (l to r) Fort Pearson, Cleve Conway, Louis Roen and Bob Brown, ace announcers of NBC-Chicago. Each announcer takes his turn as m.c. of *Bargains in Bonds*, quarter-hour five days a week on WMAQ when he asks listeners to send orders in care of their announcer, and each has charge once a week of the WMAQ Bond Booth in the main lobby of the Merchandise Mart where radio artists round up purchasers.

MORE ON WAR BOND SELLING

Stations' Stunts Show Originality As Well As Persistent Effort

EVIDENCE that radio's selling power is mobilized 100% behind War Bond and Stamp sales continued to accumulate last week as reports from all over the country uncovered new, effective techniques used by stations to help each community reach its monthly sales quota.

Last Saturday, the BLUE staged two shows in an effort to record the largest single day's sales of War Bonds yet recorded. From 6-8 p.m. (PWT) the network presented *I Pledge America*, from coast to coast, directed by Orson Welles, and featuring stars of stage, screen and radio. Fighting men picked from outposts of the U. S. Armed Forces urged listeners to buy bonds, and BLUE invited them to order from their nearest station with Western Union collect telegrams. Western Union and the AWVS war savings staff cooperated.

A second program, *The Blue Band Wagon Jamboree*, went on the air at 8:15 p.m. (PWT) and ran until 1 a.m. Leading name bands were piped from all over the country, and sales totals were announced in the same manner networks ordinarily handle election returns.

Baseball Auctions

At Indianapolis and Boise, local stations raised large sums by auctioning autographed baseballs. Bert Wilson, WIBC sports announcer, netted $38,050 for seven baseballs autographed by members of the Indianapolis Indians. At Boise, Col. Munyon raised $14,786, half the city's quota, for six balls signed by Bing Crosby and Bob Hope.

Newspaper advertising is used by WEBR, Buffalo, to buttress bond selling activities of the station. Spaces between sections of program listings in the press are filled with war slogans printed in block letters. Examples are "Help U. S. Win by Saving Tin", and "Bonds Today Keep Bondage Away".

With Thomas L. Cummings, Nashville mayor, and leaders of six civic clubs participating, WLAC opened a "Bond Site" in one of the front show windows of Loveman's, leading Nashville department store. The station plans to operate the booth four weeks, with representatives of the civic groups providing attendant personnel and with a U. S. Navy and Marine honor guard on hand. Activities at the booth are broadcast twice daily. Sales in the first week topped $71,000. Station officials originally hoped for a $100,000 total, but the goal has been jumped to $250,000.

A street program in the busiest section of downtown Duluth is used by WEBC to stimulate sales. The station orchestra, directed by John Klieve, the Mellotone trio, and staff announcers broadcast each Saturday noon at a booth established by the Duluth War Bond committee.

The KMBC *Victory Caravan* which carries the entertainers on *Brush Creek Follies* to Missouri and Kansas towns near Kansas City has passed the $80,000 mark on its way to "A hundred grand for Uncle Sam." Other KMBC activities include entertainer teams competing for high war bond sales, genial Hiram Mortimer Higgins who free-lances as a bond salesman, breaking in on all programs from early morning farm hours to women's shows; and a special KMBC offer of a durable container for Bonds sent to each purchaser with a picture and autograph of the personality who made the sale.

WWVA Cooperates

WWVA, Wheeling, W. Va., did not broadcast Abbott and Costello when they made an appearance locally to promote War Bond and Stamp sales. Instead, the station urged listeners to attend in person and 20,000 persons attended.

Over 3,000 persons saw the dedication of Dayton's "Bond Wagon" recently, with the ceremonies carried on WHIO. Similar to old time Circus band wagons, the Bond Wagon will have prominent entertainers on hand to autograph bonds, and will stand in front of the Court House for the duration.

There is a Bond Wagon in Akron, too, where WAKR is the promoter. The Wagon drives to houses of bond buyers in response to telephone calls. On arrival the chorus sings, *"Any Bonds Today"*.

Two personalities of WSAI, Cincinnati, are opposing each other in an election for the "honorary mayorality of Cincinnati," with War Bond sales totals to determine the winner. Ruth Lyons who conducts an hour, five-weekly, midday participating show, and "Colonel Cumquatt", a comic character with wide local following played by announcer-actor Ken Peters, are the candidates. Regular campaigns have been organized, with slogans, literature, and torchlight parades.

WOV, New York, is using metropolitan night clubs to boost its bond sales. The station will broadcast a 13-week series of shows with clubs paying for time through the purchase of War Bonds. Only plugs, other than identification of the sponsor, will be for the War Bond Drive. Those ordering while the show is on the air are to be

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

WDRC
CONNECTICUT'S PIONEER BROADCASTER
WDRC Is The Buy
In Hartford, WDRC is the buy . . . with one low rate for all advertisers . . . national, regional and local. Use WDRC to do a big job at a low cost . . . in this important market. Basic CBS for Connecticut.
CBS

cts of the sponsoring club for evening.

Cornell U station WHCU, Ithaca, Y., has inaugerated a 50- min- celebrity show heard on the ation Saturday nights, immedi- ly following the 6 o'clock news. ended as a convenience for war rkers and others unable to pur- ase during regular hours the w solicits orders and the station ivers the bonds.

KWK Raises $10,000

KWK, St. Louis, opened a bond ach in Sportsman Park, home the Cardinals. Manned by sports- sters Dizzy Dean, Johnnie Vara, and Nick Stemmler, the ath sold $10,000 in pledges the rst night. The station is also spon- ring an all-out campaign to sell nds by mail.

WMCA, New York, has a cash gister which is rung every time meone calls the station to pledge War Bond. Competition among aff members is spurred by a ation offer of a free bond to announcer receiving the highest mber of pledges.

Possibly for the first time in story, a sales talk was injected to a religious choral work when . R. Bond Jr., a squadron leader the Flying Tigers, gave a Bond nd Stamp plug during an offer- ng of Verdi's "Requiem". Mr. Bond was interviewed between ctions of the Requiem Mass, layed by the symphony orchestra, nd sung by fifty voice choir of the North Texas Teachers College.

Bing Crosby was the headliner n a Bond Rally held at Broadmoor Golf Club, and broadcast over KVOR, Colorado Springs, Col., here the audience bought more han $25,000 in War Bonds during 45-minute midday show. Mr. Crosby autographed the bonds, and dedicated a special song, which was recorded, and presented to the largest bond buyer. Largest sale was $5,000. Studio audience bought $11,000, while listeners bought $14,000 in bonds.

Staff members of WDRC, Hart- ford, Conn., who are drafted, make recordings before leaving, urging listeners to buy bonds. WDRC plans to use these recordings fre- quently throughout its schedule.

A SHIELD bearing stars and stripes is now used on NBC program sched- ules to designate war effort programs, for the convenience of editors, Gov- ernment officials and others.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Newspaper Ownership Issue In Spotlight at Senate Probe

June Hearings on Fly Confirmation Centered on Acquisition of WJWC by Field and Clarke

THE NEWSPAPER ownership issue, still pending before the FCC, and acquisition of the former WHIP (now WJWC), Chicago, by Marshall Field and John W. Clarke, highlighted the hearing on confirmation of FCC Chairman James Lawrence Fly before the Senate Interstate Commerce Committee June 23, at least insofar as the public record, released last week, is concerned.

The hearing was held behind closed doors just a week before Mr. Fly's term was to have expired. He was confirmed without opposition, however, and began his new term of seven years July 1. It later developed that the hearing was to have been open but that newspapermen and the public were excluded because of the nature of some of Mr. Fly's "off-the-record" testimony dealing with the war interest or regarded as otherwise confidential. The record was released last week after Chairman Fly had been permitted to delete such off-the-record testimony.

Still Undecided

Members of the committee, led by Sen. Tobey (R-N. H.) and Chairman Wheeler (D-Mont.) delved deeply into the whole question of newspaper ownership, but they learned little new. Chairman Fly explained the policy issue had not yet been decided and that the Commission had not made up its mind.

Questions apropos purchase of WJWC by the Clarke-Field partnership related to actual control of the station—whether it was in the hands of the *Chicago Sun* publisher or Mr. Clarke, investment banker who directs the station. Mr. Fly said the FCC approved the transfer only if it was established that Mr. Clarke had acquired control, in the light of the newspaper ownership order.

He promised, however, to study the matter further, and asserted that if the newspaper gained control through the "buying of time" for newscasts, "that station will be treated like any other newspaper station." Previously he had explained that the FCC was holding in its "pending file" all newspaper applications until such time as the policy question of newspaper ownership will have been decided.

Questions regarding the chain-monopoly regulations, station leases and ownership were asked the chairman, but by far the bulk of the record, as released, related to newspaper ownership and the Field matter.

Asked by Senator Tobey if the Commission generally favored or looked with disfavor on newspaper ownership, Mr. Fly said it had not adopted any conclusion and that he could not forecast the Commissions' opinion until completion of its study.

Asked point-blank by Senator Tobey, "Do you believe it is sound policy and wise procedure for newspapers to control broadcasting stations?", Chairman Fly alluded to the quasi-judicial aspect of the proceeding. He did not answer directly but posed arguments on both sides. The basic argument in favor of newspaper ownership is that there should be no discrimination between classes of citizens and that regardless of a man's occupation, he should be entitled to apply for a license to operate a station.

Control of Opinion

On the other side, he said, is the argument that the mechanics for the control of public opinion are rather limited in nature. They come down to a great extent to ownership of newspapers and stations. To concentrate the ownership of the local station in the hands of the local newspaper gives to one individual "too much power over the means of public expression, the maintenance of free speech and the formulation and control of public opinion," Chairman Fly added. He agreed with Chairman Wheeler that a complete monopoly results where the newspapers and the radio stations are owned by the same interests. It is less severe where there are more newspapers and more radio stations competitively owned, Mr. Fly asserted.

Asked by Senator Andrews (D-Fla.) whether joint ownership results in a "monopoly of advertising", Mr. Fly said it gives a considerable competitive advantage. A more forceful argument, he said, is that it enables them to say "what person may get to the public and who can make representations and statements and speeches and write articles for the public."

Committee members, in an ensuing discussion, agreed that a man desiring to run for office while controlling local newspapers and stations could be elected "at will".

Purchase of Securities

Opening the WHIP ownership discussion, Senator Tobey observed that the Commission had approved transfer of the station to the new owner (Clarke) "but the real owner of the station is Marshall Field of Chicago, owner of the *Chicago Sun*." He added that "if ever there was a clear case, in my understanding, based upon your official records, of a newspaper owning a station, you have got it there, because you and I know that titles may run to certain parties or corporations or interests, but what we are concerned with is who controls the station."

Asserting that if Chairman Fly would go over the record he would find it a "clear case of drawing a red herring across the trail," Senator Tobey said the *Chicago Sun* carries extensive daily newscasts on the station.

Mr. Fly explained that the former WHIP had been in a "bad way financially for some years" and that Mr. Clarke took an interest in the station, particularly in the common stock, while Mr. Field

(*Continued on page 55*)

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co. ● Chicago ● New York

CKWS KINGSTON 1000 WATTS DIRECTIONAL ARRAY

Ontario's Gateway to the Thousand Islands

OPENS SEPTEMBER 1st

NORTHERN BROADCASTING AND PUBLISHING, LIMITED

Representatives:

Canada—All-Canada Radio Facilities

U. S. A.—Weed & Company, New York.

Tax Rule Explains Advertising Status

Reasonable Expenditure Basis of Treasury Position

IF AN advertising expenditure is reasonable in view of the conditions of the advertiser's business and market, it will probably be allowed as a deduction for Federal income tax purposes, according to an explanation of the attitude of the Treasury Dept. and the Bureau of Internal Revenue released last week by the Assn. of National Advertisers.

Based on a conference held between officials of the ANA and the Government, the release is in the form of a letter signed by Paul B. West, ANA president and addressed to the Commissioner of Internal Revenue, whose office approved the following statements:

General Policy

"The Treasury Dept. and the Bureau of Internal Revenue fully appreciate the important part advertising plays in our national economy and there is no intention to restrict reasonable and normal advertising by disallowing it as a deductible expense. This was attested to by Secretary Morgenthau in testifying before the Joint Congressional Committee on Taxation when he said:

"'The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or good will advertising calculated to influence the buying habits of the public.'

"'If such expenditures are extravagant and out of proportion to the size of the company or to the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed.'

"The Internal Revenue Bureau is charged with the responsibility of collecting Federal taxes, among which are the income tax and the excess profits tax. It is governed by statute and expects full cooperation from the taxpayer whereby the Government receives its full share of taxes. Thus it is the duty of the bureau, particularly in view of excess profits tax, to prevent abuses and attempts to avoid the right rate. The bureau has full power to disallow unreasonable expenses for tax purposes.

"The bureau recognizes that advertising costs have been forced upward by reason of increased space and time rates, increased cost of printing, engraving, art work and other advertising production costs. In this connection, the bureau suggests that advertisers keep their cost records as complete as possible.

WBT GREETS Frazier Hunt on the occasion of the newscaster's recent broadcasts from Charlotte during the Army War Maneuvers in the Carolinas. WBT's greeters (l to r): Royal Penny, WBT sales manager; Mr. Hunt; Bill Parker, merchandising; Jack B. London, GE Co., Charlotte; Lee Kirby, announcer and A. E. Joscelyn, WBT general manager.

"The bureau recognizes that in many cases the rationing of gasoline and tire restrictions have cut down on the number and frequency of calls salesmen can make on dealers and that this has thrown an added burden on advertising since expenditures for direct mail and dealer house organs must be increased to keep necessary contact with wholesalers and dealers. This also affects the cost of displays formerly handled by salesmen.

"Many advertisers are using a large part of their appropriations and, indeed, have increased them, for the purpose of salvaging materials necessary for the war effort, such as fats and grease, iron, steel, non-ferrous metals, rubber, etc. The bureau recognizes that such advertising efforts, if they bear a direct relation to the business carried on by the corporation, are essential to obtain raw materials and are, therefore, a normal business expense. As such they will be deductible if made with a reasonable expectation that the corporation's business will be benefitted by an increase in materials essential to its operations. The bureau further recognizes that such use of advertising is normal under abnormal conditions, conditions which have never before existed.

Changing Trends

"Priorities, the cutting off or curtailing of imports, and new research have resulted in some manufacturers bringing out new products. In other cases substitutes have had to be made. In these cases, the manufacturer must inform the public and the trade through advertising in justice to himself, his dealers and the consumer. The bureau does not question this and will take into consideration all normal factors incident to launching a new product. Such expenditures which are reasonable in amount, taking into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes.

"In certain instances, manufacturers, in order to keep their dealers in business, have been supplying them with alternate products. For example, a rubber manufacturer, to aid his dealer outlets, has added such items as luggage, tools, sports equipment, furniture, etc., to replace tires no longer available. The bureau recognizes that such a manufacturer must merchandise these to the dealer and the public through advertising. Expenditures for this purpose which are reasonable in amount taking into consideration the facts in each case will be allowed as deductions for Federal income tax purposes.

Buying Habits

"Some manufacturers, because of priorities, must attempt through advertising to change buying habits. Curtailment of the use of metals has meant the elimination of many types of containers, of small packages, etc. For example, beverage manufacturers, because of the shortage of plate for bottle caps, must try to educate the public to use large instead of small size bottles. The bureau recognizes that this calls for advertising expenditures. Such expenditures, if reasonable in amount taking into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes.

"Many companies are using advertising and advertising technique to speed the war effort among their own employes. So far this has been directed at one objective—to convince the shop and office worker that he is part of the all-out war effort and hence that carelessness and inefficiency, unnecessary absences and accidents on the production front are detrimental to the men on the fighting front.

"To accomplish this job, posters, banners, house organs, local newspaper advertising, direct mail, local window displays, motion pictures, spot radio, and many other advertising devices have been used. Undoubtedly, many companies will call on advertising to do a similar job in furthering the sale of war bonds through the payroll-deduction plan. The bureau recognizes that the expense incident thereto is a justifiable one so long as t reasonable, whether that expe listed as a production or a s (advertising) cost.

New Companies

"Since the war began, cer new companies have come int ing and have invested many sands of dollars in plant equip for the production of war mate As long as the war lasts, they have nothing at all to sell the lic. Those companies deem it good business practice to adve so that when the war ends they turn to peacetime produc the public will be familiar their names and hence their p investment may be protected.

"The bureau recognizes that vertising by such companies proper deductible expense so l as such expenditures are reas able. As Secretary Morgenthau said: 'The test of whether expe tures for advertising are deduct is whether they . . . bear a reas able relation to the business act ties in which the enterprise is gaged. . . . If such expenditures extravagant and out of proport to the size of the company . . . if they are not directed to pu patronage which might reasona be expected **in the future**, such pa ments will be disallowed.'

"It is, of course, impossible f the bureau to lay down a defin rule in advance which will fit situations. In general and as Sec tary Morgenthau has indicated, t bureau will be rational and fai recognizing that advertising is necessary and legitimate expen of doing business as long as it not carried to an unreasonable e tent or becomes an obvious attem to avoid tax payments. This princ ple applies whether the compan has no Government contracts whether it is selling both to Go ernment and to consumers or indu try, whether it is wholly convert to war production, whether it is new company selling only to Go ernment, or whether it is a ne company selling to Government and industry.

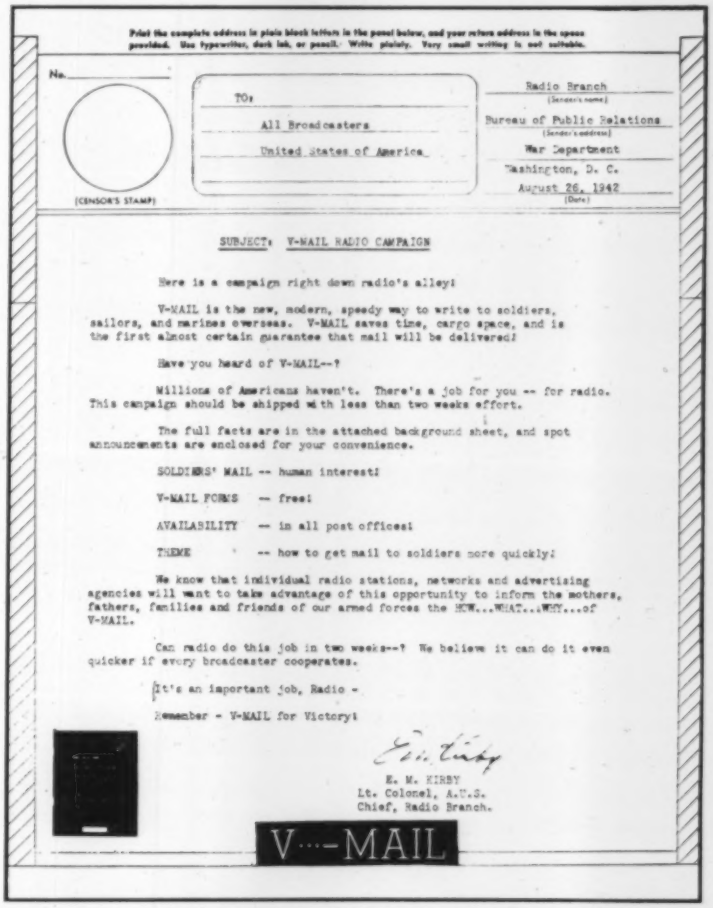
"The bureau has no desire to be arbitrary but it will, of course, u hold the statutes. Its collectors wil in each individual case, examin the records and act accordingly. I an advertiser feels the decision of the collector is wrong, the burden of proof of that fact rests upon him. He can, of course, appeal the dec sion if he feels an injustice has been done.

For the Government

"Under Section 23 (o) of the Code, an individual may make a gift to the government and deduct that from his income tax. Section 23 (q), however, referring to co porations, omits this provision. There is, therefore, no provision in the law for allowing as a deductible expense monies or time or ser given directly to the government for advertisements solely by a government bureau or department. If, on the other hand, advertisement

BOOSTING THE V-MAIL SYSTEM

Industry Assigned Major Role in Familiarizing Public With Microfilm Letters



Print the complete address in plain block letters in the panel below, and your return address in the space provided. Use typewriter, dark ink, or pencil. Write plainly. Very small writing is not suitable.

No.

(CENSOR'S STAMP)

TO: All Broadcasters, United States of America

Radio Branch (Sender's name)
Bureau of Public Relations (Sender's address)
War Department
Washington, D. C.
August 26, 1942 (Date)

SUBJECT: V-MAIL RADIO CAMPAIGN

Here is a campaign right down radio's alley!

V-MAIL is the new, modern, speedy way to write to soldiers, sailors, and marines overseas. V-MAIL saves time, cargo space, and is the first almost certain guarantee that mail will be delivered!

Have you heard of V-MAIL--?

Millions of Americans haven't. There's a job for you -- for radio. This campaign should be shipped with less than two weeks effort.

The full facts are in the attached background sheet, and spot announcements are enclosed for your convenience.

SOLDIERS' MAIL -- human interest!

V-MAIL FORMS -- free!

AVAILABILITY -- in all post offices!

THEME -- how to get mail to soldiers more quickly!

We know that individual radio stations, networks and advertising agencies will want to take advantage of this opportunity to inform the mothers, fathers, families and friends of our armed forces the HOW...WHAT...WHY...of V-MAIL.

Can radio do this job in two weeks--? We believe it can do it even quicker if every broadcaster cooperates.

It's an important job, Radio -

Remember - V-MAIL for Victory!

E. M. KIRBY
Lt. Colonel, A.U.S.
Chief, Radio Branch.

V···-MAIL

NEWEST WRINKLE in letter-writing is V-Mail, revolutionary new plan developed to provide fast, space-and-weight mail service to and from members of the American armed forces overseas. Above is an actual-size V-Mail letter sent out last week by the Army's Radio Branch to U. S. broadcasters, calling for their cooperation in an intensive radio campaign to familiarize the public with the use of V-Mail. The original letter, written on a special 8½ x 11-inch form, is micro-filmed and later photographically reproduced in the above size. The small rectangle at left represents the actual size of the 16 mm. micro-film frame on which the original letter is photographed.

RADIO's newest war job will be to take a major role in promoting the new V-Mail system of corresponding with members of the armed forces abroad, it was revealed last week, when Lt. Col. E. M. Kirby, chief of the Radio Branch of the War Department Bureau of Public Relations sent sample V-letters to broadcasters, network producers, news commentators and women's commentators soliciting their cooperation in promoting V-Mail.

A campaign of two weeks to bring the V-Mail plan to public attention is planned, with special spot announcements and supplementary material supplied by the Radio Branch. The opening gun in the V-Mail radio campaign was sounded Aug. 23 on *The Army Hour*, the official War Dept. radio mission, produced by the Radio Branch and heard every Sunday on NBC, 3:30-4:30 p.m. (EWT).

Campaign will extend to all types of programs, sustaining and commercial, with the Radio Branch actively participating through its contacts with individual stations, news commentators and network programs. The War Dept. also is undertaking a supplementary campaign in various printed media, although radio will carry the biggest share of the undertaking.

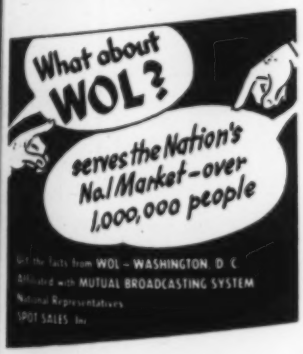
Developed as a large-scale operation to facilitate the handling of the huge volume of correspondence to and from American soldiers, sailors and Marines on overseas duty, the V-Mail technique is based on a process of micro-filming letters written on special V-Mail forms. These special forms are available free of charge at U. S. post offices at present, although it is planned to permit their manufacture, under government license, for sale at retail. V-Mail service is supervised by the Army Postal Service, with the Post Office Department.

Where reproduction facilities are available at overseas posts, V-Mail letters are photographed on 16mm. film in this country, and reels of this film, containing thousands of letters in a small space and with little weight, are flown overseas, where photographic copies are made for delivery to the addressee.

This idea also holds for letters from overseas to addresses in this country. When reproduction facilities are not available, the V-Mail letter, in its original form, is dispatched to the overseas address under the highest mail priority.

Jewell SESAC

FRED JEWELL MUSIC Co., large band and orchestra publisher specializing in military and parade marches, has joined SESAC, according to the August bulletin of this music licensing organization, distributed last week to broadcasters and other users of music. Bulletin states that a SESAC number, Karl L. King's march, "Pageantry", has been used as the theme song of the training films made by Walt Disney Studios for the Army. SESAC also points with pride to the fact that "as of Aug. 1, 1942, SESAC had long term license agreements with 840 commercial radio stations in the United States, a greater number than any other music licensing organization has ever had in broadcasting history."

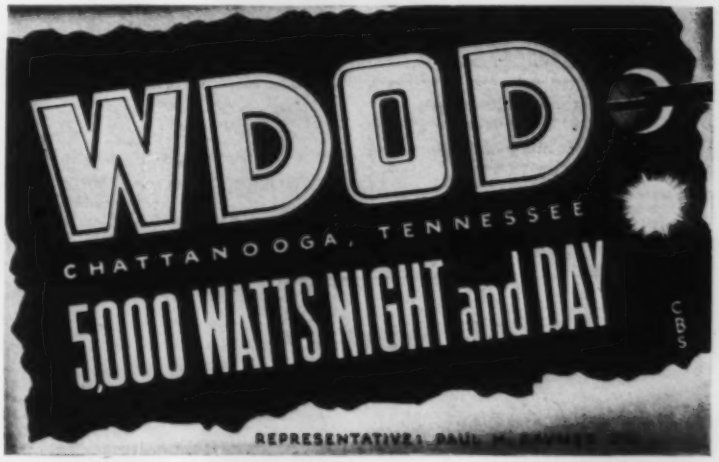

What about WOL?
serves the Nation's Nat'l Market—over 1,000,000 people
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc.

The SONG HITS from Walt Disney's Feature Picture

Bambi

★ Love Is a Song
★ Twitterpated
★ Thumper Song
★ Let's Sing a Gay Little Spring Song
★ Little April Shower

Broadcast Music, Inc.
580 Fifth Avenue
New York City



Joseph L. Miller Aids Army in Labor Problem

JOSEPH L. MILLER, NAB Director of Labor Relations, last week was loaned to the War Dept. at Government request, to act as labor consultant in connection with the taking over by the Army of the S. A. Woods Machine Co. plant at Boston. The assignment may take several weeks.

Mr. Miller, former Associated Press labor correspondent, joined the NAB in 1938. Since the outbreak of the war, he has been serving intermittently as parttime aide to the War Labor Board, while carrying on his full functions at the NAB.

FIRST STATIONS to sign for *Touchdown Tips*, weekly recordings of football predictions, game analyses and color stories, issued by NBC Radio-Recording Division, are KLRA WMBR KFDM WTRY KANS KTRH WROL WDBJ KGHF WAKR WHLB WHEB WLOF. First program will be released Sept. 11.

Primary Area

LISTENERS tuned to WIBG, Philadelphia had a surprise recently when the station announcer identified, "This is WKBN, Youngstown, — er, — serving the town, . . . er, . . . serving the Philadelphia area." The mixup resulted when Chuck Thompson, recent addition to the WIBG staff, got his old call and his new tagline twisted a trifle.

Willard to Use 100

WILLARD TABLET Co., Chicago (proprietaries), is completing plans for fall promotion of its vitamin products with newscasts, local live programs and announcements on over 100 stations. Schedule of stations is to be announced in about ten days. Agency is First United Broadcasters, Chicago.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WSNY—Schenectady's new, progressive, successful radio station, has opening for crackerjack salesman. Must be U. S. citizen, experienced, draft-deferred, not employed in war work. Splendid opportunity for right man. Send complete details, including photo, first letter. WSNY, Plaza Theatre Building, Schenectady, N. Y.

ANNOUNCER—Midwestern Station. Give age, experience, draft status. Excellent opportunity. Box 777, BROADCASTING.

Immediate opening for draft deferred announcer—Must be able to handle regular shift on 5000 watt network station and specialize on news. Excellent opportunity for man who can qualify. Reply giving full details about self and experience, salary required, draft status and send late photograph. Box 785, BROADCASTING.

ENGINEERS—Several openings for transmitter and studio engineers with Midwestern network station. Requires car and license. Beginning salary $47.50 per week. Box 786, BROADCASTING.

Excellent opportunity—For a hustler, who can sell and announce, to manage and operate Remote Studio in town of fifteen thousand people. Salary and percentage; Delta territory; Business excellent; New equipment ready to go. Need Action. Write or wire KFFA, Helena, Arkansas.

ANNOUNCER—Capable of putting on peppy record show. Good newscaster, punch type commercials, draft deferred. Permanent. Mid-Western 5,000 Watt Network Station. State age, draft status, salary expected, and enclose snapshot. Box 788, BROADCASTING.

TECHNICIANS—A few vacancies exist in Chicago area for skilled studio technicians. Salaries are among the highest in the industry. Write Box 791, BROADCASTING.

Chief Engineer—Network station, non defense area. Also announcer-newscaster. Box 793, BROADCASTING.

Engineer — For RCA equipped Mid-West network station. Must have transmitter, maintenance and operating experience. Good salary . . . chance for advancement. Submit full details including experience, reference, draft status, picture. Box 796, BROADCASTING.

CONTROL ENGINEER—Excellent opening for alert experienced man in a busy control room. Box 797, BROADCASTING.

Two Announcers-Salesmen—Submit full details first letter; draft exempt; New York. Box 800, BROADCASTING.

Program Director-Announcer — Draft exempt; New York; give experience, references, expected salary. Box 799, BROADCASTING.

Announcer-Continuity Position-Midwest Experience preferred. Send transcription and letter to WFDF, Flint, Michigan.

ENGINEERS — If you are experienced in studio, remote and portable recording work, have low draft classification, and would like to be associated with KMBC, write A. K. Krahl, KMBC, Kansas City, Mo., detailing training and experience. State starting salary required.

Situations Wanted

ANNOUNCER-NEWSCASTER — 14 years' experience mostly with major network. Draft status 3-A with four dependents. Have executive ambitions. Willing to work but pay must be adequate. Box 789, BROADCASTING.

Program Director—Capable. Over five years radio experience. Draft exempt. Present salary thirty-seven fifty. Minimum announcing. Box 790, BROADCASTING.

Situations Wanted (Cont'd)

Are you after the prize—that goes with station leadership in your market? Then contact the man specializing in sales and station promotions who has developed the leadership and is now winning the prize in an important Eastern industrial market. 3-A. Married. Box 795, BROADCASTING.

Two Experienced Radio Technicians—First Class Radiotelephone, desire position as transmitter, any place except N. Y. C. Box 798, BROADCASTING.

Young Woman — Writer-announcer, four years agency radio experience. College graduate. Prefer Midwest station. Box 801, BROADCASTING.

WRITER-PRODUCER—Of top rating network shows desires permanent position with station. Knows music. Administrative and agency background. Outstanding references. Box 787, BROADCASTING.

Announcer—Versatile. Dependable. Desire change to progressive network affiliate anywhere. Draft 3-A, age 23. Box 783, BROADCASTING.

Technician—Possibly chief in small town gentile-owned station in south or west. No announcing or Trans-radio. Age 21. Two years' experience. Minimum salary $160 month. Box 783, BROADCASTING.

RADIO EXECUTIVE—15 years' experience. Management, Production, Programs. Continuity that sells. References. Salary is MAIN object. Can be available on two weeks' notice. Box 782, BROADCASTING.

CREATIVE INTELLIGENCE—For Hire. Experience: Commercial, sustaining continuity; production; traffic, programming; publicity; announcing; all B. direction; casting; acting; news-editing; dramatization. Program ideas. Young; 3-A. A B. Cum Laude. Box 781, BROADCASTING.

ENGINEER—First class license, eight years' experience including work on 5 KW. Wide satisfactory experience. Also have deep, well trained announcing voice. Box 780, BROADCASTING.

ACCOUNT-SECRETARY—Male, draft deferred, single, desiring position with future with progressive station. Box 779, BROADCASTING.

Promotion-Merchandising Manager — With network affiliate seeks good permanent position middle west. Productive agency selling experience. Reference tops. Draft 3-A. Family. Box 776, BROADCASTING.

PROGRAM DIRECTOR-SPORTS ANNOUNCER—4 years' experience, college education, draft exempt, traveled, mature, thorough, sober, dependable, age 26, minimum salary $40 weekly. Now employed, excellent references. Box 802, BROADCASTING.

YOUNG WOMAN—24, college graduate, with varied radio experience. Versatile, pleasing personality. Can qualify as announcer, handle control board and turntables. Has sales experience. Outstanding references. Box 792, BROADCASTING.

Wanted to Buy

Antenna tower—180 to 200 feet. Box 778, BROADCASTING.

Condenser—New, or used in good condition, mica transmitting. Six to twelve thousand volt rating. Capacities—.001, .0005, and .00025. Box 794, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb. Wash., D. C.)
Main Office: 7134 Main St Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

AGENCY Appointments

CONTINENTAL AIR LINES, Denver, to John E. Broyles Co., Denver.

FAIRCHILD ENGINE & AIRPLANE Corp., New York and subsidiary companies to Cecil & Presbrey, N. Y.

REMAIN SEED & PLANT Co., Los Angeles, to Logan & Arnold, that city.

BROWN PRODUCTS Corp., Philadelphia (Crown Rug Cushions), to J. M. Korn, Inc., Philadelphia.

McKELVY PUSHING MEN'S TOILETRIES

WITH an increased advertising budget for the coming year, Alfred D. McKelvy Co., Minneapolis, will launch a fall and winter campaign for Seaforth Toiletries for Men, using radio, newspapers and magazines.

Drive will be launched sometime before Christmas, and is directed largely at holiday gift buyers. Emphasis will be placed on the Commando Kit, latest addition to the Seaforth line, and designed especially for members of the armed forces.

This is the second year in radio for McKelvy, and indications are that advertising will be considerably larger than that of last year, when the firm used several spots following Vick Chemical Co.'s *News for Women* on CBS.

Firm will probably use one and five-minute spots on a national basis, either on individual stations or on a network basis. McKelvy has increased its total advertising appropriation by 12% over last year. BBDO, New York, is the agency for McKelvy.

Camel's Comedians

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), reported in tht July 6 BROADCASTING as sponsor for a new variety series featuring Lou Abbott and Bud Costello, comedians, will present the comedy team on NBC in the spot now held by Bob Hawk's quiz show, Thursdays, 7:30-8 p.m., starting in October. Reynolds is sponsor for Hawk's *How'm I Doin?* No plans have been announced for the latter show when it cedes the NBC spot to the new show. Agency is William Esty & Co., New York.

New ASCAP Radio Series

now available, without charge, to all ASCAP Licensed Stations. Write or wire today.

ASCAP
Radio Program Service
30 Rockefeller Plaza
New York

Newspaper Probe

(*Continued from page 51*)

put $75,000 in bonds of the station. He said that under this transaction neither gained control. Then Mr. Clarke asked that he be allowed to purchase enough of the stock to give him 51%, but the Commission denied the request. Subsequently, Mr. Clarke agreed to take $75,000 further interest in the station and this "offset Field's interest". Mr. Clarke has given to the Commission "written assurance" that he would not permit management of the station to go out of his hands if he had control. The transfer of stock to Mr. Clarke was then approved, Mr. Fly asserted.

Senator Stewart (D-Tenn.) inquired about the relationship between Messrs. Clarke and Field, and Mr. Fly asserted the former did some "financial work of some sort for Field". Senator Tobey, however, described Mr. Clarke as a broker and said he is "about as close to Marshall Field as your fourth and fifth fingers crossed."

Chairman Fly asserted that the fact that the *Sun* carries so many newscasts on WHIP made the case one that "is not 100% free from doubt". He then added if the newspaper gained control through buying of time "that station will be treated like any other newspaper station."

Transfer Undecided

Mr. Fly, upon further questioning, said the Commission has definite assurances that the $75,000 will come out of Clarke's pockets and out of his own funds, and if the $75,000 does not come from him personally, as distinguished from Field, the transaction will be disapproved." He concluded that the matter had not yet been given a "clean bill of health".

Efforts then being taken by the FCC to remedy the equipment and personnel shortage situation confronting broadcasting was explained by Chairman Fly, who said every effort would be made to keep all of the stations operating for the duration. He pointed out the Commission has tried to take care of the technician shortage by lowering requirements and that it was seeking to "discourage" big stations from taking men away from the small stations.

Wheeler's Observation

When Chairman Wheeler interposed that stations would have a "bad time anyway", because of imminent loss of advertising in wartime, Mr. Fly said the situation "is not as bad as might be expected". He said this was due to "more extensive advertising of materials that are generally available". He alluded to increased advertising such as that of Chesterfield and to the increase in institutional copy.

BOB AND BONNIE ATCHER, of the music staff of WJJD, Chicago, are in Hollywood to co-star in the Columbia picture "Panhandle Trail."

Tale of the Woods

TO OBTAIN the proper background noises at a lumber camp for the Canadian Broadcasting Corp. feature series *This Canada*, which starts in October, J. Frank Willis, CBC supervisor of feature broadcasts, Toronto, went to North Vancouver. Here lumbermen were felling huge Douglas firs, and in order to get the sound as accurate as possible, they arranged that a tree fall on the microphone. The tree came crashing down as planned, hit the mike, drove it and the stand and wires three feet into the ground. When dug out the mike was undamaged and in addition the recording was accurate for the falling of one of these forest giants.

KOMA WAGE CASE AWAITS DECISION

ARBITRATION proceedings over proposed wage adjustments for the technical staff of KOMA, Oklahoma City, were held last week in Muskegee before a board composed of KOMA representatives and local B-1141 of the International Brotherhood of Electrical Workers (AFL). Judge LeRoy A. Rader, of Storm Lake, Ia., an arbitrator for the U. S. Conciliation Service; Dept. of Labor, acted as fifth member of the arbitration board and will also write the decision expected about Sept. 1.

The IBEW is seeking an increase in wage scales for KOMA engineers, contending present rates are sub-standard and below wages paid by stations similar in power and location. The union seeks $52.50 per week for the chief plant engineer; $50 for transmitter engineers; and $47.50 for studio engineers.

According to a union representative J. T. Griffin, principal owner, and Jack Howell, station manager, urged a continuation of the 1940 wage scale. Union representatives on the board were Tom M. Rushing, business manager of the union's local and W. L. Reed, IBEW international representative. Lawson Wimberly, international representative from Washington, presented the union's case.

New NBC Coast Card

NBC has just issued Rate Card No. 1 for the Pacific Coast Red Network. Devoted exclusively to the needs of West Coast advertisers, card lists NBC's Mountain Group, North Mountain Group, South Mountain Group and Arizona Group as well as the Coast hookup.

Cosmetic Hoarding

COSMETIC distributors were severely criticized last week by C. A. Willard, chief of the WPB toiletries and cosmetics branch, for encouraging customers to hoard supplies. In writing to one of the distributors Mr. Willard wrote, "such action on your part is not only decidedly unpatriotic, but is contrary to the best interest of the war effort."

DIRECT representation of labor on the Board of Governors of the Canadian Broadcasting Corp. has been urged by the Toronto District Trades & Labor Council.

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Serving Georgia's Richest Market
WITHOUT WASTE!
WATL
ATLANTA
MBS 250 W 1400 K C
Represented by SPOT SALES Inc

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 22 TO AUGUST 28 INCLUSIVE

Decisions . . .

AUGUST 25

KPQ, Wenatchee, Wash.—Granted modification of construction permit for approval of present transmitter site, reduce power from 5 kw. to 1 kw. and make changes in directional antenna.

KICA, Clovis, N. M.—Granted consent to assignment of license from Western Broadcasters Inc. to Hugh DeWitt Landis for $16,000.

WRDO, Augusta, Me.—Designated for hearing reapplication for increase power to 250 watts, install new transmitter and antenna and move transmitter site locally.

LICENSE RENEWALS — Granted to KSCJ WBYN WELL.

AUGUST 27

KICD, Spencer, Ia.—Granted modification of construction permit for extension of completion date to 11-16-42.

KGLO, Mason City, Ia.—Granted same to 10-27-42.

WNAX, Yankton, S. D.—Granted same to 12-7-42.

WSAV, Savannah, Ga.—Withdrew motion for dismissal of application.

WKBH, LaCrosse, Wis.—Granted motion to dismiss application for modification of license to extend completion date.

NEW, WOKO Inc., Albany, N. Y.—Granted petition to dismiss application for new FM station.

WBOC, Salisbury, Md.—Granted petition to dismiss application.

KSOO, Sioux Falls, S. D.—Same.

WAPO, Chattanooga—Same.

Applications . . .

AUGUST 25

WOC, Davenport, Ia. Modification of construction permit as modified for extension of completion date to 10-19-42.

KXYZ, Houston—Modification of construction permit as modified for extension of completion date to 1-20-43.

Tentative Calendar . . .

NEW, Newark Broadcasting Corp., Newark, application for CP new station on 620 kc., 5 kw., unlimited, directional antenna night and day. (further hearing, Sept 1).

KITE, Kansas City, license renewal (Sept. 3).

Treasury Shifts Rider

JOHN RIDER has been transferred to Southern California from the office of Vincent F. Callahan, chief of the press and radio section of the Treasury War Savings Staff. In his present capacity he is associated with Arthur Ungar, chairman of promotion and information for the Southern California area, and is headquartered in Los Angeles. Mr. Rider was formerly assistant producer of the CBS *Texaco Star Theatre*, sponsored by Texas Co.

WILLARD F. LOCHRIDGE, Chicago vice-president and radio director of J. Walter Thompson Co., has returned to his desk after Hollywood conferences with Daniel Danker, Southern California vice-president of the agency, on fall plans for the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co.

FOR THE FIRST time in its 26 years of publication *Theatre Arts*, a magazine devoted to the legitimate theatre, will print a radio script. Scheduled for the September issue is "Samson", written by Norman Corwin, CBS writer-producer.

TROPHY FOR VIGILANCE is admired by this trio before its presentation on the weekly half-hour NBC *Eyes Aloft*, program endorsed by the Fourth Fighter Command. To an outstanding civilian ground observation post or filter center, NBC each week awards a gold trophy. Admirers (l to r) are Robert L. Redd, producer-writer of that program; Capt. Leonard Z. Smith, Fourth Fighter Command, and Gayne Whitman, narrator.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BRISTOL-MYERS Co., New York (Sal Hepatica, Minit Rub), on Oct. 6 starts *Duffy's Tavern* on 126 BLUE stations, Tues., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

BABCOCK & WILCOX Co., New York (institutional), on Wed., Sept. 2, 3:45-4:15 sponsors single-time broadcast, "M" award ceremonies, on 128 BLUE stations. Agency: O. S. Tyson & Co., N. Y.

C F. MUELLER Co., Jersey City, N. J. (macaroni), on Sept. 16 starts Isabel Manning Hewson's *Morning Market Basket* on 20 BLUE stations, Wed., Thurs. and Fri., 10-10:15 a.m. Agency: Duane Jones Co., N. Y.

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Sept. 28 starts Edwin C. Hill's *Human Side of the News* on 65 CBS stations, Tues., 6:15-6:30 p.m., replacing Dorothy Kilgallen's *Voice of Broadway*. Agency: Young & Rubicam, N. Y.

ELCO NAVAL DIVISION, Electric Boat Co., New York, sponsored a single-time broadcast of "E" award ceremonies on 4 BLUE stations, Aug. 26, 4:15-4:45 p.m. Agency: Paris & Peart, N. Y.

SCOVIL MFG. Co., Waterbury, Conn. (institutional), sponsored a single-time broadcast of "E" award ceremonies on 128 BLUE stations, Aug. 26, 2:45-3:30 p.m. Agency: McCann-Erickson, N. Y.

PAR SOAP Co., Oakland, Cal. (granulated soap), on Aug. 18 started Galen Drake, commentator, on 9 CBS Pacific Coast stations, Tues. and Thurs., 1-1:45 p.m. Agency: Tomaschke-Elliott, Oakland, Cal.

DEPT. OF FINANCE, Ottawa (War Savings Certificates) on Aug. 17 started *La Metairie Rancourt* on 11 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 10-10:15 a.m. Agency: Canadian Adv. Agency, Montreal.

DR. J. O. LAMBERT Ltd., Montreal (medicinal) on Oct. 8 starts *Memoirs de Dr. Lambert* on CKAC, Montreal; CHRC, Quebec; Thurs. 8-8:30 p.m.; on Oct. 11 on CKAC, Montreal; CHLT, Sherbrooke, Que.; Sun. 7:45-8 p.m. Agency: J. E. Huot Reg., Montreal.

Renewal Accounts

STERLING PRODUCTS Inc., New York, on Sept. 21 renews *Stella Dallas* on 52 NBC stations, Mon. thru Fri., 4:15-4:30 p.m., shifting advertising from Dr. Lyons and Bayer to Phillips Milk of Magnesia, and renews *Backstage Wife* for Phillips Milk of Magnesia, on 59 NBC stations, Mon. thru Fri., 4-4:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia), on Sept. 21 renews *Young Widder Brown* on 52 NBC stations, Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS Inc., New York, on Sept. 21 renews *Lorenzo Jones* on 52 NBC stations, Wed., Thurs. and Fri., 4:30-4:45 p.m., for Phillips Milk of Magnesia, and Mon. and Tues., for Danderine, 4:30-4:45 p.m. Agency: Blackett-Sample-Hummert, New York.

PETER PAUL Inc., Naugatuck, Conn. (candy, gum) on Oct. 5 renews *Bob Garred Reporting* on 6 CBS Pacific Coast Stations, Mon., Wed., Fri., 5:45-5:55 p.m. Agency: Brisacher, Davis & Staff, San Francisco.

GENERAL ELECTRIC Co., Cleveland, O. (Mazda lamps), on Aug. 9 renewed *Hour of Charm* on 73 NBC stations, Sun., 10-10:30 p.m. Agencies: BBDO, N. Y.; Foster & Davies, Cleveland.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), on Sept. 15 resumes *Red Skelton*, Tuesdays, 10:30-11 p.m. on 127 NBC stations, and on Sept. 16 will shift *Tommy Dorsey*, summer replacement, to Wed. 8:30-9 p.m. (EWT) with rebroadcast 8:30-9 p.m. (PWT), on 125 NBC stations. Agency: Russel M. Seeds Co., Chicago.

J. A. FOLGER & Co., San Francisco (coffee), on Sept. 11 resumes *American Home Front* on 6 CBS stations, Fri., 5:30 p.m. Agency: Raymon R. Morgan Co., Hollywood.

COLGATE-PALMOLIVE-PEET Co., Toronto (Colgate products) on Oct. 1 resumed *Le Min d'Or* on 4 Canadian Broadcasting Corp. French stations, Sat. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

AMERICAN CHICLE Co, Long Island City, N. Y., in Sept. 1 renews for 13 weeks *By the Way*, with Bill Henry, commentator, on 6 NBC Pacific stations (KPO KGW KOMO KHQ KMJ) and shifts from Wed. thru Sat., to Tues. thru Fri., 5:45-6 p.m. (PWT). Repeat broadcast on 4 Arizona stations (KTAR KYUM KCRJ KVOA), Wed., Fri., 5:45-6 p.m. (MWT); discontinues following broadcast of Sept. 18. Agency: Badger & Browning & Hersey, N. Y.

LEVER BROS. Toronto (Lux) on Sept. 7 resumed *Radio Theatre-Lux* on CKAC, Montreal; CHRC, Quebec; Thurs. 9-10 p.m. Agency: J. Walter Thompson Co., Toronto.

SHIRRIFF'S Ltd., Toronto (Marmalade) on Sept. 8 resumed *Fun Parade* on CFRB, Toronto; CKCO, Ottawa; CFCF, Montreal; Tues. 8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

LAMONT CORLISS & Co., Toronto (Pond's Cream) on Sept. 2 resumes *Ceux Qu'on Aime* on CKAC, Montreal; CHRC, Quebec; Sun. 8-8:30 p.m. Agency: J. Walter Thompson & Co., Toronto.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 20, renews *Take It or Leave It* and adds 34 CBS stations, making a total of 114 CBS stations, Sun., 10-10:30 p.m.

DR. EARLE S. SLOAN, Inc., New York (Sloan's Liniment) on Sept. 18 renews *Gang Busters*, adding 23 BLUE stations, making a total of 96 BLUE, Fri. 9-9:30 p.m. Agency: Warwick & Legler, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Sept. 14 renews *True or False* on 38 BLUE stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS, Toronto (Grape Nut Flakes) on Oct. 4 resumes *Jack Benny* on 27 Canadian Broadcasting Corp. stations, Sun. 7-7:30 p.m. Agency: Baker Adv. Agency, Toronto.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes) on Oct. 10 replaces Bob Hawk's *How'm I Doin*, quiz show on 50 NBC stations, Thurs. 7:30-8 p.m. (rebroadcast to 45 NBC stations, 10-10:30 p.m.) with *Abbott and Costello*, using same time, same station. Agency: William Esty & Co., N. Y.

GENERAL FOODS Corp., New York, on Oct. 5 shifts *The Second Mrs. Burton* from Post Bran Flakes to Sanka Coffee on 6 CBS Pacific Coast stations, Mon. thru Fri., 4-4:15 p.m. Agencies: Benton & Bowles, N. Y. (Post Bran Flakes); Young & Rubicam, New York (Sanka).

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Aug. 31, adds 7 NBC stations to *Mary Martin*, making a total of 66 NBC stations, Mon. thru Fri., 3:15 p.m. Agency: Benton & Bowles, N. Y.

BELL TELEPHONE SYSTEM, New York, will add 30 NBC stations to *The Telephone Hour*, making a total of 128 NBC stations, Mon., 9-9:30 p.m. Agency: N. W. Ayer & Son, N. Y.

PROCTER & GAMBLE Co., Toronto (Chipso) on Aug. 31 changes *Vie de Famille* on 3 Canadian Broadcasting Corp. French stations, Mon. thru Fri. from 11:45-12 noon to 10:30-10:45 a.m. Agency: Pedlar & Ryan, N. Y.

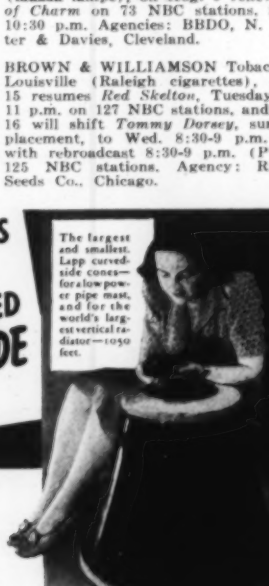
PILLSBURY FLOUR MILLS Co., Minneapolis (flour, pancake flour), on Sept. 7 will add 26 CBS stations to *Clara, Lu 'n' Em*, Mon., Wed., Fri., 11-11:15 a.m., making a total of 40 CBS stations. Agency: McCann-Erickson, Chicago.

VICK CHEMICAL Co., New York (Vicks Vitamin Plus capsules), on Sept. 14 adds 6 NBC stations to *Dr. I. Q.*, making a total of 125 NBC stations, and starts show on 4 BLUE stations, Mon., 9:30-10 p.m. Agency: Grant Adv., Chicago.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on Sept. 30 replaces *They We Love* with Eddie Cantor's *Time to Smile* on about 85 NBC stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

BRISTOL-MYERS Co., New York (Minit-Rub) on Sept. 25 moves *In Person*, Dinah Shore, on 110 BLUE stations, Fri., from 9:30-9:45 p.m. to 8:15-8:30 p.m. Agency: Pedlar & Ryan, N. Y.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE


The largest and smallest. Lapp curved-side cones—for a low power pipe mast, and for the world's largest vertical radiator—1050 feet.

More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Book Publishers Name Group to Help Radio

TO PROMOTE the books which explain the war or aid the war effort, a radio committee has been formed as part of the Council on Books in Wartime Inc., organized some weeks ago to coordinate the war efforts of the book publishing industry. Radio committee, headed by Lee Barker, of Houghton-Mifflin Co., is prepared to help radio stations, program directors and script editors in such matters as clearing contract rights, securing authors for broadcasts and lining up radio adaptations or dramatizations of books relating to the national emergency. The committee, located at 347 Fifth Ave., New York, serves as a clearing house for information about books and authors, as possible broadcasting material, and is currently engaged in collecting from books material which would be appropriate for radio.

Committee members are: Philip H. Minus, Young & Rubicam; Nelson Hesse, Hesse & McCaffrey; Raymond Bond, Dodd Mead & Co.; Norman Hood, Henry Holt & Co.; Albert Leventhal, Simon & Schuster; Frank Taylor, Reynal & Hitchcock.

Greetings From Troops

AS A RESULT of the War Dept's announcement that personal messages betwten troops abroad and relatives in the United States by shortwave broadcast or transcriptions [BROADCASTING, Aug. 17] be discontinued unless approved by the department, MBS has revised its *Americans Calling Home* series. Program, broadcast for six quarter-hours a week, brought greetings from members of the American force in Australia to their folks at home, but under the new arrangement these personal messages have been replaced with interviews with soldiers. MBS stated that its other programs of foreign origin already conformed to the regulation and programs of other networks were not affected by the order, as far as could be ascertained.

Equipment Picture

EQUIPMENT conservation proposals offered by the War Production Board have been turned over to Committee IV (Domestic Broadcasting) of the Board of War Communications BROADCASTING learned last week. No definite action is expected from this group until after Labor Day and meanwhile careful study is being made of the BWC tube survey and other pertinent data. Although detailed studies of South American equipment problems are going forward, WPB had nothing definite to report. Positive action awaits complete facts, it was said.

A READY MADE AUDIENCE

Defense Plants Provide Basis for Safety Series Aimed at War Workers

MANPOWER CONSERVATION series on WGRC, New Albany, Ind., is launched at this meeting. Seated is J. Fred Miles, head of the Louisville Refining Co., signing contract for the safety show. Standing (l to r) are Howard J. Perry, WGR Commercial manager; F. W. Rodenheber, chairman of the Kentucky National Committee for the Conservation of Manpower; and Edwin S. Weldon, account executive of M. R. Kopmeyer Adv. Agency, handling the account.

TO ASSIST the nationwide drive to conserve manpower in vital industry through greater use of safety measures, WGRC, New Albany, Ind., in August launched a *Manpower* series sponsored by the Louisville Refining Co., headed by J. Fred Miles who is also commanding officer of the Kentucky Colonels.

Giving full cooperation to the plan, originated by Howard J. Perry, WGRC commercial manager, the industrial plants of the station's area made available a ready-made audience of more than 30,000 defense workers through their public address systems. Where these systems do not exist radios are installed.

Lunch Listening

First, in conjunction with the Dept. of Labor and the Louisville Safety Council, WGRC made a survey of the plants and discovered most workers preferred to do their radio listening during the lunch period.

The *Manpower* programs were then scheduled for 12:15-12:30 p.m., Monday through Saturday. Although safety in plants is the theme of the shows, they are designed to give 15-minutes of entertainment as well. Preceding the program is a 15-minute newscast, sponsored by the Superior Petroleum Co., a subsidiary of Louisville Refining Co.

Through F. W. Rodenheber, chairman of the Kentucky National Committee for the Conservation of Manpower and director of the Louisville Safety Council, in cooperation with plant safety directors, the programs are being emphasized and workers who have contributed safety measures are brought before the microphone.

LOUIS RUPPEL, publicity chief of CBS, and the "CBS Mail Bag", mimeographed letter sent twice monthly to all former CBS employes in the armed services, were praised in *My Day*, syndicated column written by Mrs. F. D. Roosevelt, last Monday.

C. L. Parsons

C. L. (Poss) PARSONS, 50, dean of Rocky Mountain sports authorities and sports director of KOA, Denver, died of a heart attack Aug. 27 at his summer home, West Yellowstone, Mont. At the time of his death, he was on vacation. Previous to his association with the station, he had served 17 years as sports editor of the *Denver Post*. He was a member of Grantland Rice's All-American Advisory Board for the Rocky Mountain region. He is survived by his widow and one son, Lt. C. L. Parsons, Jr. stationed with the Army Air Forces at Miami. Mr. Parsons was preparing to take over the duties of news editor at KOA Sept. 10.

Campbell Placing

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal and Corn Flakes), on Oct. 5 will start sponsorship of *Crossroads Store* on KGBX, Springfield, Mo. Program is a live quarter-hour dramatic show three times a week built around the everyday events in the small general store. The company will also start sponsorship on Oct. 5 of *John Harrington and the News*, thrice-weekly quarter-hour on WBBM, Chicago. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Smart Programming

PROGRAM department of WHEN, Lawrence, Kan., picked the right number when they played *It's All Over Now* on the morning wake-up program, *Timekeeper's Time*, at 7:30 a.m. Aug. 26. During the number a bolt of lightning struck the 33,000-volt power line which supplies juice to the station transmitter near Tonganoxie, Kan. It was *All Over Now* for some time before WREN resumed broadcasting.

Menaugh Named

ROBERT M. Menaugh, superintendent of the House Radio Gallery, has been named permanent secretary of the Radio Correspondents' Assn. Menaugh will handle all administrative work for the executive committee, which controls the Congressional Radio Galleries.

JOSEPH PETRILLO, son of Caesar Petrillo, music director of CBS-Chicago, was inducted into the Navy Air Corps on CBS *The First Line*, weekly half-hour sponsored by William Wrigley Jr. Co., Chicago.

WITH AN EYE FOR WCOP → Boston Business
Ask for latest case-history . . . capturing Boston in ten amazing weeks!
REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL, BOSTON - 1150 on Your DIAL

WAR FACTS GIVEN IN DISC CAMPAIGN

TO INFORM America through radio, the Office of War Information announced Aug. 27, a unique campaign of 43 transcribed messages by leading commentators to begin Sept. 14 supplying listeners with war effort facts emphasizing the United Nations. Radio stations throughout the country were apprised of this campaign in a telegram from William B. Lewis, chief of OWI's radio bureau asking them to use the one-minute announcements from Sept. 14 through Oct. 26.

In his memorandum to the stations, Mr. Lewis stressed the need of giving the people "the true facts about the United Nations." "It is obvious," he continued, "that for complete unity every American should be completely informed on the contributions of every member of the United Nations".

To gain this end, OWI has enlisted the aid of such news commentators as H. V. Kaltenborn, William Shirer, Gabriel Heatter, Walter Winchell, Raymond Clapper, John Gunther, John W. Vandercook, Earl Godwin, Lowell Thomas, Raymond Gram Swing and Pearl Buck.

Stations have been asked to use the announcements at the rate of 10 per day, seven days per week for six consecutive weeks. OWI requested stations to feature announcements in the regular periods usually set aside for transcribed one minute announcements. This applies to sustainers and sponsored programs alike.

However, in the case of sponsored programs, stations have been asked *not* to include the announcements within the body of the program; instead OWI has suggested sponsors be asked to donate one minute before or after his program. Permission has been given stations to announce that the "sponsor has donated one minute of his time for an important message."

H. DeWitt Landis Buys Clovis Local for $16,000

SALE of KICA, Clovis, N. M., to Hugh DeWitt Landis, general manager of KFYO, Lubbock, Tex., was approved last Tuesday when the FCC granted consent to the assignment of license to Mr. Landis by Western Broadcasters Inc., station licensee. Purchase price, according to the Commission, is $16,000.

Principals in the Western Broadcasters are Charles C. Alsup who with his wife, Florence Co., held 50 shares; and Edmund G. Dillon, a public auditor, with 25 shares. KICA is on 1240 kc. with 250 watts fulltime.

CARTER-THOMSON Co., Philadelphia advertising agency, filed a voluntary petition in bankruptcy in the U. S. District Court in Philadelphia Aug. 20. H. B. Lewis was appointed referee.

NAB Advises on Political Programs; Fears Criticism Over 'Dramatizations'

WITH POLITICAL campaigns in progress preparatory to the November Congressional and state elections, the NAB last week advised stations to guard against "dramatized" political broadcasts and the criticism they might bring.

Answering inquiries from several stations which had been propositioned on such dramatizations, C. E. Arney Jr., acting secretary-treasurer of the NAB, asserted that misunderstanding exists as to industry policy. In the 1936 Presidential campaign, considerable consternation was caused in party ranks over a network dramatization sponsored by one of the national committees and thereafter the major networks declined to accept such programs.

Mr. Arney said there is no specific provision in the NAB code covering political dramatizations, but the NAB board of directors in 1940 reaffirmed the position previously expressed, which limits political broadcasts to "political speeches, interviews and announcements, and the remote control broadcast of any bona fide political meeting".

While these dramatized versions are not specifically mentioned, "they are by every reasonable implication excluded", Mr. Arney declared. "The reasons underlying this exclusion would seem to be quite apparent.

"Broadcasters in making their facilities available for political campaigns and to candidates for public office are instrumentalities for the dissemination of accurate information and facts as an aid to the voters in determining policy and selecting public officials.

"Every precaution should be taken to see that this obligation is fully and honestly discharged. Dramatizations of any kind often resort to what may be termed "dramatic license". Frequently dramatic techniques do not always conform to fact. The NAB Board of Directors has consistently felt that the interests of the industry as well as of the voting population is best served by elimination of dramatized announcements and programs.

GM'S CBS SERIES TO STOP SEPT. 22

AFTER a 16-week run, *Cheers From the Camps*, sponsored by General Motors Corp. over a full CBS network, will be terminated Sept. 22. GM, according to its Washington vice-president, R. H. Grant, has concluded that the program has fulfilled its mission, insofar as his company is concerned. He expressed the hope that some other sponsor would pick it up.

Mr. Grant charaaterized the program as "a success" from the standpoint of soldier entertainment and its contribution to Army morale. He said it had been scheduled for only 13 weeks originally and that it broke new ground as a new war technique.

The program began June 9 and has been broadcast Tuesdays, 9:30-10:30 p.m., over a 114-station network. Campbell-Ewald Co. was agency, with Henry E. Ewald, chairman of the board, personally in charge. GM has no immediate plans for a replacement program, according to Mr. Grant.

Blue on BWC

MEMBERSHIP of the Blue Network Co. Inc., on the Domestic Broadcasting Committee (Committee IV) of the Board of War Communications, was approved by the board at its meeting in Washington last Thursday. It is expected that K. H. Berkeley, BLUE director in Washington and general manager of WMAL, will be designated as member, with another BLUE executive as his alternate.

Drawn for BROADCASTING by Sid Hix

"Oh, We Thought It Was 'War Blondes' You Were Talking About!"

Hettinger, Beirn Name To OWI Campaign Post

TWO FIGURES prominent in the radio advertising field last week were appointed to the newly created posts of campaign managers in the Bureau of Campaigns of the Office of War Information. They are Dr. Herman Hettinger, associate professor of marketing of the Wharton School of Commerce of the U of Pennsylvania, and Kenneth Beirn, account executive of Pedlar & Ryan, New York. They will join OWI Oct. 1 and will work under Ken Dyke, chief of the Bureau of Campaigns.

Dr. Hettinger

Dr. Hettinger, long prominent as an economist in the broadcasting field, will resign from his university post for the duration. Mr. Beirn, who has been working on the Procter & Gamble account, leaves the agency to assist Mr. Dyke on Government promotional campaigns, which are now being planned and executed largely like regular commercial advertising campaigns. Both will serve as consultants to Mr. Dyke's bureau until Oct. 1.

Morgan to London

BREWSTER MORGAN, CBS producer, has been granted an indefinite leave of absence by the network to go to London to take charge of program production in the newly established office there of the Office of War Information. He will work under Wallace Carroll, former United Press London bureau chief who was recently named head of the OWI office in the British capital [BROADCASTING, Aug. 17]. Both will fly to London within the next few weeks.

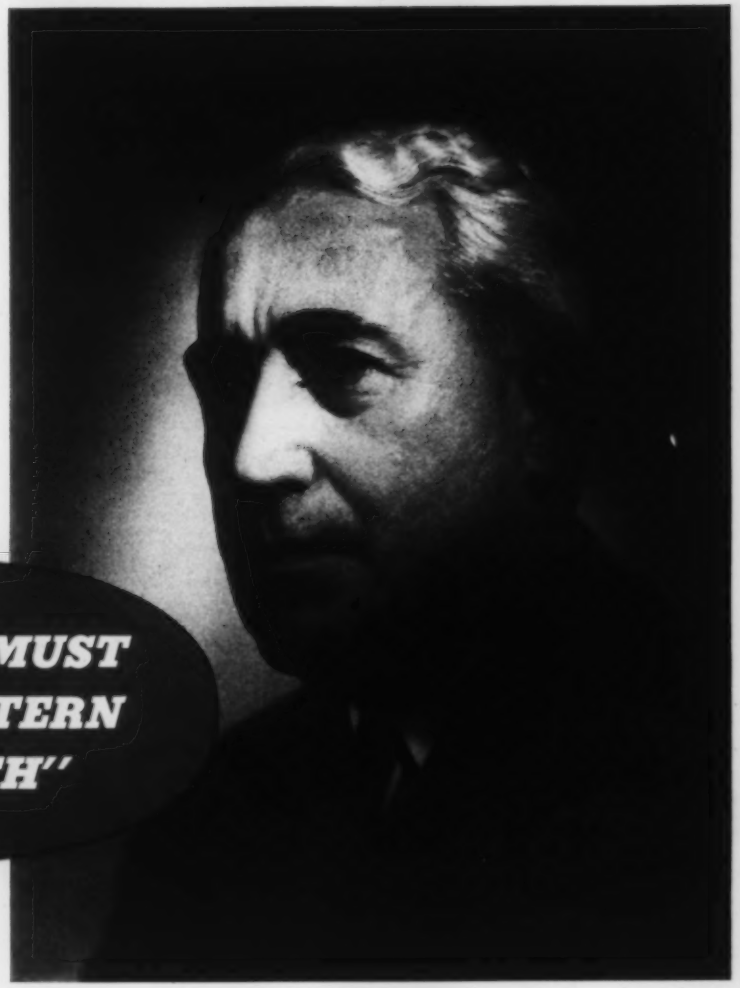
New Woodbury Item

ANDREW JERGENS Co., Cincinnati, currently using two net shows for Woodbury products, will shortly launch a test campaign for a new Woodbury liquid shaving cream, probably using spot announcements and programs in four different markets. In addition to sponsoring *The Thin Man on NBC* for Woodbury face cream and powder, Jergens Co. presents *The Parker Family* on BLUE for Woodbury soap and Walter Winchell, also on BLUE, for Jergens Lotion. Agency is Lennen & Mitchell, New York.

Paine to Hollywood

JOHN G. PAINE, general manager of ASCAP, and the Society's executive committee will go to Hollywood next month for the regular meeting of the Pacific Coast members of ASCAP. The eastern delegation wil report on the Society's activities and will receive from the West Coast members resolutions to be presented at the Society's general membership meeting to be held in New York in October.

XUM



"MANAGEMENT MUST MAKE THE PATTERN FIT THE CLOTH"

says JOSEPH D. NELSON.
Executive Vice President,
THE ANDREW JERGENS COMPANY

"It goes without saying that advertising is a fundamental part of modern merchandising. If, then, advertising is an essential in time of peace, it is most certainly an indispensable ingredient of business in time of war. Neither can change the underlying values of advertising, though war, as we have seen in England, may reduce its volume and alter its use.

"As I see it, the job of management under present conditions, is to make the pattern fit the cloth—to use advertising as a task force where, when, and as needed.

"It would be folly to say that all companies should spend as much for advertising as in normal times. Changing conditions should influence any decision to keep present budgets, retrench, or even expand. It is the province—and the responsibility—of management to evaluate these changing conditions and project advertising appropriation and function to meet them.

"I cannot say how much we will be spending for advertising a year from now. I can say that we will keep our plans and policies flexible to meet changing conditions brought about by war in precisely the same manner we keep them fluid to meet changing competitive conditions in time of peace."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION